

UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF VIRGINIA
ALEXANDRIA DIVISION

UNITED STATES, *et al.*,

Plaintiffs,

vs.

GOOGLE LLC,

Defendant.

No. 1:23-cv-00108-LMB-JFA

DEFENDANT GOOGLE LLC'S REMEDIES TRIAL EXHIBIT LIST

Pursuant to the Court's Order Regarding Pre-Trial Schedule and Procedures entered on August 5, 2025, ECF No. 1560, and Rule 26(a)(3) of the Federal Rules of Civil Procedure, Defendant Google LLC ("Google") hereby submits its Remedies Trial Exhibit List attached as **Exhibit A**.

Google reserves all rights, including the right to: (1) use or rely upon any exhibit entered into evidence during the September 2024 liability trial in this matter, including during the examination of any witness, and a list of those exhibits is attached as **Exhibit B**; (2) further amend, modify, and/or supplement this list for any reason, including in response to Plaintiffs' exhibit list, rulings by the Court (including on any motions *in limine*), and as further information develops; (3) use and/or seek the admission of any exhibit on Plaintiffs' trial exhibit list(s); (4) rely on any document relied upon by any of Google's experts, and any table, or summary prepared by its experts; (5) object to any exhibit submitted by Plaintiffs; (6) use additional exhibits to impeach a witness or in cross-examination of Plaintiffs or other adverse witnesses, or in rebuttal; (7) correct any entry on the attached Remedies Trial Exhibit List that may contain inadvertent errors;

(8) present an enlarged version of any document at trial; and (9) generate and present demonstrative exhibits or summaries of voluminous documents.

Google reserves the right to challenge and object to Plaintiffs' use of any exhibits on this list on any grounds. By including exhibits on this list, Google does not waive any objections to the admissibility of any exhibits.

Dated: August 15, 2025

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EXHIBIT A

United States, et al. v. Google LLC

No. 1-23-cv-00108-LMB-JFA

Google's Remedies Trial Exhibit List

RDTX #	Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
1	1971-02-26	N/A	N/A	Public	New York Times: White Motor Terminates White Consolidated Deal https://www.nytimes.com/1971/02/26/archives/white-motor-terminates-white-consolidated-deal-companies-take.html
2	1990-03-02	N/A	N/A	Public	New York Times: A 'Baby Bell' Outgrows Its Siblings https://www.nytimes.com/1990/03/02/business/a-baby-bell-outgrows-its-siblings.html
3	1996-04-02	N/A	N/A	Public	New York Times: 2 Bell Companies Agree to Merger Worth \$17 Billion https://www.nytimes.com/1996/04/02/us/2-bell-companies-agree-to-merger-worth-17-billion.html
4	1996-04-03	N/A	N/A	Public	SF Gate: Two Baby Bells Merge: What's It Mean For Us? https://www.sfgate.com/opinion/article/two-baby-bells-merge-what-s-it-mean-for-us-2987494.php
5	1996-04-23	N/A	N/A	Public	New York Times: 2 Small Competitors in New Giant's Path https://www.nytimes.com/1996/04/23/business/2-small-competitors-in-new-giant-s-path.html
6	1998-07-28	N/A	N/A	Public	Bell Atlantic Buying GTE, CNN Money, July 28, 1998 available at https://money.cnn.com/1998/07/28/deals/gte/
7	2000-05-08	N/A	N/A	Public	The Wall Street Journal: Merrill, Others Given Credit on AOL-Time Warner Deal https://www.wsj.com/articles/SB957744935337934289
8	2002-08-28	N/A	N/A	Public	eBay Inc. Form S-4 (August 28, 2002)
9	2004-08-17	N/A	N/A	Public	U.S. National Science Foundation: On the Origins of Google https://new.nsf.gov/news/origins-google
10	2005-12-11	N/A	N/A	Public	Washington Post: It's Time to Take it Apart https://www.washingtonpost.com/wp-dyn/content/article/2005/12/10/AR2005121000099.html
11	2007-02-01	GOOG-DOJ-02023457	GOOG-DOJ-02023460	Highly Confidential	Google Internal Article - Google Audio Business/Product Summary Google Audio f/k/a dMarc Broadcasting Overview, Organization, and Opportunities
12	2007-07-31	N/A	N/A	Public	TMCnet: Thoma Cressey Bravo Acquires Majority Stake in Hyland Software, Inc. https://www.tmcnet.com/ussubmit/2007/07/31/2827808.htm
13	2007-08-02	GOOG-DOJ-01653992	GOOG-DOJ-01654096	Highly Confidential	Simpson Thatcher & Bartlett: Analysis of Pricing Declines for Dart for publishers and dart for advertisers (with attached exhibits)
14	2007-10-01	N/A	N/A	Public	Archived Website: DoubleClick Advertising Exchange, DoubleClick (Oct. 1, 2007)
15	2007-11-06	N/A	N/A	Public	Facebook Press Release (Nov. 6, 2007): Facebook Unveils Facebook Ads
16	2007-12-20	N/A	N/A	Public	FTC Press Release (Dec. 20, 2007): Federal Trade Commission Closes Google/DoubleClick Investigation, Proposed Acquisition Unlikely to Substantially Lessen Competition
17	2007-12-20	N/A	N/A	Public	Federal Trade Commission, "Statement of Federal Trade Commission Concerning Google/DoubleClick," FTC File No. 071-0170 (Dec. 20, 2007)
18	2008-04-02	N/A	N/A	Public	Google: Selling Performics Search Marketing https://googleblog.blogspot.com/2008/04/selling-performics-search-marketing.html

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19	2008-04-07	N/A	N/A	Public	Google App Engine Blog: Introducing Google App Engine + our new Blog https://googleappengine.blogspot.com/2008/04/introducing-google-app-engine-our-new.html
20	2008-04-16	GOOG-DOJ-01430825	GOOG-DOJ-01430834	Highly Confidential	DoubleClick: Integrated Roadmap Planning - Major Decisions and Open items
21	2008-05-07	GOOG-DOJ-01916146	GOOG-DOJ-01916159	Highly Confidential	Google Slide Deck - Ads Engineering Review, AdSense Backfill Phase I
22	2008-08-06	N/A	N/A	Public	Publicis Groupe Press Release: Publicis Groupe to Acquire Performics Search Marketing Business, August 6, 2008 https://www.publicisgroupe.com/sites/default/files/press-release/20080807_08-08_Performics_ENG_Final.pdf
23	2008-08-14	N/A	N/A	Public	CNBC: Netflix Goes Dark And Finds It's No Place To Be https://www.cnbc.com/2008/08/14/netflix-goes-dark-and-finds-its-no-place-to-be.html
24	2008-10-00	N/A	N/A	Public	Harvard Business Review: How the Best Divest (October 2008) https://hbr.org/2008/10/how-the-best-divest
25	2008-11-24	GOOG-TEX-00439764	GOOG-TEX-00439766	Public	Email (Nov. 24, 2008) From: S. Dove To: N. Mohan CC: J. Bellack, S. Wojcicki Subject: Re: Launched: AdSense in DFP
26	2008-12-03	GOOG-DOJ-15484211	GOOG-DOJ-15484215	Highly Confidential	DoubleClick: XFP: EMEA Planning Update
27	2009-01-08	GOOG-TEX-00806682	GOOG-TEX-00806689	Highly Confidential	Email (Jan. 8, 2009) From: Alexander Vogenthaler To: J. Bellack CC: xfp-pm , xfp-leads, xfp-announce, bellack-staff, xfp-commercialization, publisher-display-platform-core, xfp-tech Subject: [Mohan-Staff] Display / Context Ads - 08 Review and 09 Outlook
28	2009-01-09	GOOG-TEX-00552355	GOOG-TEX-00552361	Highly Confidential	Email (Jan. 9, 2009) From: Jing Wang To: eng-china-ads Subject: [Eng-china-ads] Fwd: [Adsense-eng-leads] Adsense in 2008 and 2009
29	2009-02-00	GOOG-DOJ-05005769	GOOG-DOJ-05005782	Highly Confidential	Google Slide Deck - Billing3 Eng Review Update (February 2009)
30	2009-02-12	GOOG-DOJ-02095520	GOOG-DOJ-02095522	Highly Confidential	Email (February 12, 2009) From: R. Whetstone To: theoc Subject: DO NOT FORWARD: AUDIO ADS
31	2009-03-04	GOOG-DOJ-01145089	GOOG-DOJ-01145093	Highly Confidential	Google Internal Doc - Sensitive Topics: International Investor Group
32	2009-05-12	N/A	N/A	Public	Wall Street Journal: Radio Tunes Out Google in Rare Miss for Web Titan https://www.wsj.com/articles/SB124172645603997429
33	2009-11-19	N/A	N/A	Public	eBay: eBay Inc. Completes Sale of Skype https://investors.ebayinc.com/investor-news/press-release-details/2009/EBay-Inc-Completes-Sale-of-Skype/default.aspx
34	2010-01-06	GOOG-TEX-00825713	GOOG-TEX-00825716	Highly Confidential	Email (Jan. 6, 2010) From: Neal Mohan To: adsense-doubleclick-pm@google.com Subject: Display/Content Ads - Lets Make 2010 Even Better Than 2009!
35	2010-02-02	N/A	N/A	Public	The Register: Google behavioral ad targeter is a Smart Ass https://www.theregister.com/2010/02/02/google_smartass_server/
36	2010-07-21	GOOG-AT-MDL-014609648	GOOG-AT-MDL-014609657	Highly Confidential	Google Slide Deck - Xbid: The Cross-Exchange Bidder
37	2010-08-02	GOOG-AT-MDL-014609987	GOOG-AT-MDL-014610008	Confidential	Google Slide Deck - xBid + Invite Media: Overview deck
38	2010-10-28	GOOG-AT-MDL-017044726	GOOG-AT-MDL-017044749	Confidential	Google Slide Deck - Invitemedia - The Bid Manager Platform

RDTX #	Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
39	2010-12-30	GOOG-DOJ-04292352	GOOG-DOJ-04292359	Highly Confidential	Google Document - 2011 Letter
40	2011-01-01	N/A	N/A	Public	TMCnet: Latitude and Longitude - Interactive Intelligence Continues Vertical M&A Strategy https://www.tmcnet.com/voip/departments/articles/144640-latitude-longitude-interactive-intelligence-continues-vertical-ma-strategy.htm
41	2011-01-14	GOOG-AT-MDL-B-004128690	GOOG-AT-MDL-B-004128713	Confidential	Google Slide Deck - Invitemedia - The Bid Manager Platformand XBid
42	2011-01-27	GOOG-AT-MDL-004216796	GOOG-AT-MDL-004216803	Confidential	Google Document - Display Advertising Ecosystem
43	2011-01-28	N/A	N/A	Public	eBay Inc. Form 10-K (fiscal year ended December 31, 2010)
44	2011-03-00	N/A	N/A	Public	Harvard Business Review: The Big Idea: The New M&A Playbook https://hbr.org/2011/03/the-big-idea-the-new-ma-playbook
45	2011-03-06	FBDOJ010727743	FBDOJ010727745	Confidential	Email (March 6, 2011) From: Jason Taylor To: to-managers@lists; Jeff Rothschild bcc: najam; jonn; eimear, et al Subject: [to-managers] Weekly Team Report - Capacity Engineering & Analysis
46	2011-04-10	GOOG-DOJ-12943700	GOOG-DOJ-12943714	Highly Confidential	InviteMedia Security Design Doc
47	2011-04-29	N/A	N/A	Public	AWS: Summary of the Amazon EC2 and Amazon RDS Service Disruption in the US East Region https://aws.amazon.com/message/65648/?source=post_page-----deefe5fd0c04
48	2011-04-29	N/A	N/A	Public	Netflix TechBlog: Lessons Netflix Learned from the AWS Outage https://netflixtechblog.com/lessons-netflix-learned-from-the-aws-outage-deefe5fd0c04
49	2011-05-18	N/A	N/A	Public	AdExchanger: PubMatic CEO Goel Discusses Revinet Acquisition And Scale https://www.adexchanger.com/yield-management-tools/pubmatic-revinet/
50	2011-07-19	N/A	N/A	Public	Netflix TechBlog: The Netflix Simian Army https://netflixtechblog.com/the-netflix-simian-army-16e57fbab116
51	2011-09-13	GOOG-DOJ-04297760	GOOG-DOJ-04297761	Highly Confidential	Email (September 13, 2011) From: D. Hammer To: N. Mohan, J. Miller Subject: Re: Xbid Lives: First Upgrade Complete!
52	2011-09-23	N/A	N/A	Public	Reuters: Vista Equity Partners Makes Binding Offer to buy Thomson Reuters Trade and Risk Management Business https://investors.thomsonreuters.com/news-releases/news-release-details/vista-equity-partners-makes-binding-offerbuy-thomson-reuters
53	2011-09-27	GOOG-AT-MDL-012318515	GOOG-AT-MDL-012318518	Confidential	Google Document - DART->xFP Migration 2.0
54	2011-11-00	GOOG-DOJ-02855956	GOOG-DOJ-02855966	Highly Confidential	Google Document - Cross Priority Ranking
55	2012-01-00	N/A	N/A	Public	Federal Trade Commission: Negotiating Merger Remedies, Statement of the Bureau of Competition of the Federal Trade Commission (January 2012) https://www.ftc.gov/system/files/attachments/negotiating-merger-remedies/merger-remediesstmt.pdf
56	2012-02-13	GOOG-DOJ-14837904	GOOG-DOJ-14837926	Highly Confidential	Google Slide Deck - Contract Terms & Pricing Reconciliation
57	2012-02-14	GOOG-AT-MDL-B-004129596	GOOG-AT-MDL-B-004129627	Confidential	Google Slide Deck - Invite Media/Xbid Display Steering Update
58	2012-02-22	GOOG-DOJ-15484220	GOOG-DOJ-15484223	Highly Confidential	Google Document - xFP migration requirements
59	2012-02-27	GOOG-DOJ-13906415	GOOG-DOJ-13906423	Highly Confidential	Migration of DFP Publishers to xFP - An Inventory Management and Forecasting Perspective
60	2012-04-09	N/A	N/A	Public	Facebook Press Release (Apr. 9, 2012): Facebook to Acquire Instagram
61	2012-04-10	GOOG-DOJ-29389832	GOOG-DOJ-29389846	Public	Unified AdX & Admeld Contract Comms Doc

RDTX #	Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
62	2012-04-10	N/A	N/A	Public	NPR: Instagram Sells For \$1 Billion, Despite No Revenue https://www.npr.org/2012/04/10/150372288/instagram-sells-for-1-billion-despite-no-revenue
63	2012-04-13	GOOG-DOJ-04305469	GOOG-DOJ-04305471	Highly Confidential	Google Internal Doc - XBid/Invite Media Code Yellow
64	2012-04-26	N/A	N/A	Public	Geo Week News: Trimble acquires Google SketchUp https://www.geoweeknews.com/news/trimble-acquires-google-sketchup
65	2012-04-26	N/A	N/A	Public	The Verge: Andrew Webster, Google Sells 3D Modeling Tool Sketchup to Trimble Navigation, April 26, 2012 https://www.theverge.com/2012/4/26/2977780/google-sketchup-trimble-navigation-acquisition
66	2012-04-26	N/A	N/A	Public	TechCrunch: SketchUp Is Google's First Divestment In Years, And It Made A Profit https://techcrunch.com/2012/04/26/sketchup-google-first-divestment/
67	2012-05-01	GOOG-AT-MDL-B-002904669	GOOG-AT-MDL-B-002904685	Confidential	Google Internal Doc - Xbid Migration Server
68	2012-05-11	GOOG-AT-MDL-015935013	GOOG-AT-MDL-015935015	Confidential	Internal Google Doc - XBid Post-Upgrade Performance Monitoring & Benchmarking
69	2012-05-21	GOOG-DOJ-12499467	GOOG-DOJ-12499487	Highly Confidential	Google Slide Deck - A Technical Overview of Migration
70	2012-06-18	GOOG-DOJ-13281035	GOOG-DOJ-13281040	Public	Email (June 18, 2012) From: B. Adams To: J. Bellack CC: C. Conroy Subject: Re: IMPORTANT: YM Strategy Discussion prep
71	2012-06-19	GOOG-DOJ-13281069	GOOG-DOJ-13281078	Public	Google Slide Deck - TYM Strategy Thoughts
72	2012-08-07	N/A	N/A	Public	TechCrunch: Facebook Unveils First Non-Social Mobile Ad Unit, Allowing Developers To Buy Clicks To App Stores https://techcrunch.com/2012/08/07/facebookmobile-app-ads/
73	2012-08-23	GOOG-DOJ-13241698	GOOG-DOJ-13241730	Highly Confidential	Google Slide Deck - xFP Q3 prep work
74	2012-08-28	N/A	N/A	Public	Press Release: Franchise Services of North America Inc. Announces Agreement to Acquire Advantage® Rent-A-Car Business https://www.prnewswire.com/news-releases/franchise-services-of-north-america-inc-announces-agreement-to-acquire-advantage-rent-a-car-business-510636941.html
75	2012-09-14	GOOG-TEX-00054421	GOOG-TEX-00054424	Highly Confidential	Admeld Migration Design Document
76	2012-10-04	N/A	N/A	Public	S&P Global: Solutions Exchange Product Spotlight - Leveraged Buyout Case Study - Misys PLC Goes Private After Acquisition By Vista Equity Partners https://www.spglobal.com/ratings/en/regulatory/article/-/view/type/HTML/id/1019672 ,
77	2012-10-16	FBDOJ003271752	FBDOJ003271756	CONFIDENTIAL	Email (October 16, 2012) From: A. Shah To: A. Cole, K. Systrom, J. Parikh, M. Scroepfer, H. Parekh Subject: FW: Infrastructure finance for instagram Attaching: AWS Projections 9-8-12.xlsx
78	2012-10-17	GOOG-DOJ-13241614	GOOG-DOJ-13241629	Highly Confidential	Google Slide Deck - Publisher display platforms GPS update, Very rough draft
79	2012-10-18	GOOG-DOJ-15213987	GOOG-DOJ-15213993	Highly Confidential	Google Slide Deck - DFP Upgrade to XFP
80	2012-10-18	GOOG-DOJ-11999657	GOOG-DOJ-11999675	Highly Confidential	Google Slide Deck - DFA on F1 (xF API) by Niranjan Ekbote, May Ku, Yuval Segal, Dave Nagle

RDTX #	Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
81	2012-11-30	FBDOJ004450389	FBDOJ004450394	Confidential	Email (November 30, 2012) From: Artur Souza To: Zhen Zhang bcc: karthi; klee; jsd115, et al Subject: Re: [tasks] #1439139: Search graph api query doesn't return results [search] [platform] [graph api] [mobile api partners] [platform-triaged]
82	2012-12-13	FBDOJ002645384	FBDOJ002645387	Confidential	Email (December 13, 2012) From: R. Branson To: C. Warlick CC: P. Ruibal, M. Krieger, N. Shortway Subject: Re: AWS direct connect proxy vips for long-tall content
83	2012-12-19	N/A	N/A	Public	Reuters: Alexei Oreskovic, Google Sells Motorola TV Set-Top Business for \$2.35 Billion, last modified December 19, 2012 https://www.reuters.com/article/technology/google-sells-motorola-tv-set-top-business-for-2-35-billionidUSBRE8BI1NE/
84	2012-12-24	N/A	N/A	Public	AWS: Summary of the Dec. 24, 2012 Amazon ELB Service Event in the US-East Region https://aws.amazon.com/message/680587
85	2012-12-31	N/A	N/A	Public	Netflix TechBlog: A Closer Look at the Christmas Eve Outage https://netflixtechblog.com/a-closer-look-at-the-christmas-eve-outage-d7b409a529ee
86	2013-00-00	GOOG-AT-MDL-C-000101383	GOOG-AT-MDL-C-000101399	Highly Confidential	Google Document - Real-time Spam Filtering
87	2013-00-00	N/A	N/A	Public	USENIX: TAO: Facebook's Distributed Data Store for the Social Graph https://www.usenix.org/system/files/conference/atc13/atc13-bronson.pdf
88	2013-01-11	GOOG-DOJ-13197248	GOOG-DOJ-13197270	Public	Google Slide Deck - AdX Traditional Yield Management (TYM) Deep Dive
89	2013-01-14	N/A	N/A	Public	Arris Group, Inc., ARRIS to Sell Shares to Comcast in Connection with Acquisition of Motorola Home Business, Commscope, January 14, 2013, https://www.commscope.com/press-releases/2013/arris-to-sell-shares-to-comcast-in-connection-with-acquisition-of-motorola-home-business/
90	2013-01-15	N/A	N/A	Public	Engineering at Meta: Under the Hood: Building Graph Search Beta https://engineering.fb.com/2013/01/15/core-infra/under-the-hood-building-graph-search-beta/
91	2013-01-15	FBDOJ003711529	FBDOJ003711533	Confidential	Email (January 15, 2013) From: Deborah Crawford To: David Ebersman Subject: RE: Tomorrow's press event
92	2013-01-18	FBDOJ000725709	FBDOJ000725715	Confidential	Facebook Document - Hot Topics/FAQ's
93	2013-01-28	GOOG-DOJ-AT-00679999	GOOG-DOJ-AT-00680031	Highly Confidential	Google Slide Deck - Overview of Xbid Serving
94	2013-02-14	N/A	N/A	Public	Netflix Tech Blog: Netflix Queue: Data migration for a high volume web application https://netflixtechblog.com/netflix-queue-data-migration-for-a-high-volume-web-application-76cb64272198
95	2013-03-19	N/A	N/A	Public	Adweek: Meet the Most Suspect Publishers on the Web, Adweek https://www.adweek.com/performance-marketing/meet-most-suspect-publishers-web-148032/
96	2013-04-25	GOOG-DOJ-12439313	GOOG-DOJ-12439330	Highly Confidential	Google Slide Deck - Project Grumpy

RDTX #	Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
97	2013-04-25	GOOG-DOJ-11753371	GOOG-DOJ-11753378	Public	Email (Apr. 25, 2013) From: J. Dale To: C. LaSala Subject: Fwd: AdMeld Migration Update Attach: RTB surpasses traditional graph
98	2013-05-16	GOOG-AT-MDL-B-009528438	GOOG-AT-MDL-B-009528467	Confidential	Google Document - Espresso Architecture Draft
99	2013-05-16	GOOG-AT-MDL-001021594	GOOG-AT-MDL-001021616	Confidential	Google Slide Deck - The Google Stack - the power of integrated technology
100	2013-05-28	GOOG-AT-MDL-008913419	GOOG-AT-MDL-008913461	Highly Confidential	Google Slide Deck - IGN Strategic Consulting Review
101	2013-06-06	GOOG-DOJ-AT-01573572	GOOG-DOJ-AT-01573587	Highly Confidential	Google Document - Project Grumpy: Next Generation Display Ads Serving
102	2013-06-11	GOOG-AT-MDL-015730876	GOOG-AT-MDL-015730924	Confidential	Google Slide Deck (June 11, 2013) Project Mastiff - DRAFT - Proposed acquisition of Boston Dynamics, Inc.
103	2013-07-29	GOOG-TEX-00077719	GOOG-TEX-00077722	Highly Confidential	Google Document - Profiting from Non-Guaranteed Advertising: The Value of Dynamic Allocation & Auction Pricing for Online Publishers
104	2013-08-06	N/A	N/A	Public	Spectrum IEEE: The Making of Facebook's Graph Search https://spectrum.ieee.org/the-making-of-facebooks-graph-search
105	2013-08-07	N/A	N/A	Public	Meta: Graph Search Now Fully Launched in US English https://about.fb.com/news/2013/08/graph-search-now-fully-launched-in-us-english/
106	2013-08-15	GOOG-DOJ-03607096	GOOG-DOJ-03607102	Public	Google Presentation Admeld Publisher Growth
107	2013-08-20	FBDOJ002618504	FBDOJ002618504	Confidential	Facebook slide deck - instagravation-v2
108	2013-08-23	GOOG-AT-MDL-B-009836315	GOOG-AT-MDL-B-009836334	Highly Confidential	DoubleClick Insight: Inside the DART Data Centers
109	2013-09-03	N/A	N/A	Public	Reuters: Microsoft Swallows Nokia's Phone Business for \$7.2 billion, https://www.reuters.com/article/business/microsoft-swallows-nokias-phone-business-for-72-billion-idUSBRE98202W/
110	2013-09-05	GOOG-AT-MDL-B-003234204	GOOG-AT-MDL-B-003234206	Confidential	Google Internal Doc - DBM for the peer reviewer / committee member
111	2013-09-30	GOOG-DOJ-06829061	GOOG-DOJ-06829062	Public	Email (Sep. 20, 2013) From: M. Stark To: P. Kapoor Subject: Re: Admeld-AdX Migration Update - September 30, 2013
112	2013-10-24	N/A	N/A	Public	Engineering at Meta: Under the Hood: Building posts search https://engineering.fb.com/2013/10/24/core-infra/under-the-hood-building-posts-search/
113	2013-11-05	OPENX-00000001	OPENX-00000082	Highly Confidential	OpenX Slide Deck (Nov. 5, 2013) OpenX Ad Server A roadmap for 2014
114	2013-11-06	N/A	N/A	Public	San Antonio Express News: Advantage Seeks Bankruptcy as Talks Collapse https://www.expressnews.com/business/national/article/Advantage-seeks-bankruptcy-as-talkscollapse-4961721.php
115	2013-11-16	GOOG-DOJ-15416614	GOOG-DOJ-15416625	Public	Understanding dynamic allocation, preferred deals, and enhanced dynamic allocation (beta)
116	2013-12-00	GOOG-DOJ-13197759	GOOG-DOJ-13197802	Highly Confidential	Google Slide Deck - Cat2 Serving (December 2013)
117	2013-12-02	N/A	N/A	Public	YouTube: Velocity Conference: Scaling People Not Machines Dropbox Keynotes Dropbox https://www.youtube.com/watch?v=f981i3INNxm&t=8s
118	2013-12-13	FBDOJ002438650	FBDOJ002438652	Confidential	Email (December 13, 2013) From: K. Systrom To: A. Besmehn, C. Cox Subject: Re: H2 Highlights for Q&A - NEED TODAY BY 1:30PM

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119	2013-12-13	FBDOJ000921274	FBDOJ000921281	Confidential	Email (December 13, 2013) From: M. Schroepfer To: A. Besmehn cc: A. Bosworth, C. Cox, T. Stocky, S. Lessin, J. Olivan, M. Vernal, J. Parick, K. Systrom, C. Ondrejka, M. Zuckerberg Subject: Re: H2 Highlights for Q&A - COMBINED + AI Group
120	2013-12-16	N/A	N/A	Public	ABC News: Google Buys Boston Dynamics, Gets a Bunch of Scary Robots https://abcnews.go.com/Technology/google-buys-boston-dynamics-acquires-robots-play/story?id=21233076
121	2014-01-06	GOOG-AT-MDL-008242095	GOOG-AT-MDL-008242174	Confidential	Google Slide Deck - Upgrading to DoubleClick Campaign Manager
122	2014-01-08	GOOG-DOJ-13539769	GOOG-DOJ-13539787	Highly Confidential	Google Document - Field Guide to Display Ads
123	2014-01-12	N/A	N/A	Public	Google Ad Manager Help: Google Publisher Policies
124	2014-01-22	GOOG-DOJ-13198584	GOOG-DOJ-13198602	Highly Confidential	Google Slide Deck - Project Grumpy
125	2014-01-29	GOOG-DOJ-08460429	GOOG-DOJ-08460517	Highly Confidential	Google Slide Deck - Project Legend Board Discussion Materials
126	2014-01-29	N/A	N/A	Public	Larry Page, "Lenovo to Acquire Motorola Mobility," The Keyword, January 29, 2014, https://blog.google/insidegoogle/company-announcements/lenovo-to-acquire-motorola-mobility/
127	2014-01-29	N/A	N/A	Public	The Verge: Google sells Motorola to Lenovo for \$2.91 billion https://www.theverge.com/2014/1/29/5358620/lenovo-reportedly-buying-motorola-mobility-from-google
128	2014-01-31	N/A	N/A	Public	eBay Inc. Form 10-K (fiscal year ended December 31, 2013)
129	2014-02-00	GOOG-AT-MDL-004122442	GOOG-AT-MDL-004122453	Confidential	Google Slide Deck - Recap of Ads Deals 2005-2013
130	2013-02-11	N/A	N/A	Public	Google Form 10-K (fiscal year ended December 31, 2013)
131	2014-02-17	GOOG-AT-MDL-001502047	GOOG-AT-MDL-001502048	Confidential	Email (Feb. 20, 2015) From: ads-backend To: budget-server CC: ads-quality-notes, ads-backend-notes Subject: Meeting notes: Ads Budgeting bi-weekly (Feb 17, 2014)
132	2014-02-19	GOOG-AT-MDL-004090385	GOOG-AT-MDL-004090385	Confidential	Google Spreadsheet - Skyray Master Feature
133	2014-02-24	N/A	N/A	Public	Forbes: Carl Icahn Attacks eBay, Marc Andreessen and Scott Cook in Shareholder Letter https://www.forbes.com/sites/stevenbertoni/2014/02/24/carl-icahn-attacks-ebay-marc-andreessen-and-scott-cook-in-shareholder-letter/
134	2014-03-00	N/A	N/A	Public	Meta: Looking back on Look Back videos https://engineering.fb.com/2014/03/13/web/looking-back-on-look-back-videos/
135	2014-03-00	GOOG-DOJ-14260375	GOOG-DOJ-14260377	Public	DFP-AdX Account Unification
136	2014-03-03	GOOG-AT-MDL-006555384	GOOG-AT-MDL-006555395	Highly Confidential	Google Document - Project Green - GAIA Personalization in O&O Display Ads (Legacy Design)
137	2014-03-05	GOOG-DOJ-06831437	GOOG-DOJ-06831437	Highly Confidential	Google Document - DFP + AdX Unification Pro / Con review
138	2014-03-14	N/A	N/A	Public	DataCenter Knowledge: Facebook Dials Up Infrastructure to Render Look Back Videos https://www.datacenterknowledge.com/infrastructure/facebook-dials-up-infrastructure-to-render-look-back-videos
139	2014-04-01	GOOG-AT-MDL-001283243	GOOG-AT-MDL-001283270	Confidential	Google Slide Deck - Life of a GDN Request
140	2014-04-01	GOOG-AT-MDL-008242489	GOOG-AT-MDL-008242549	Highly Confidential	Google Slide Deck - Upgrading to DoubleClick Campaign Manager
141	2014-04-10	GOOG-DOJ-03610481	GOOG-DOJ-03610542	Public	Google Slide Deck - Path to Premium: A refined strategy for a rapidly evolving industry
142	2014-04-17	FBDOJ009398900	FBDOJ009398948	Confidential	Facebook Slide Deck - Capacity Roadmap
143	2014-05-01	GOOG-DOJ-12000039	GOOG-DOJ-12000072	Highly Confidential	Google Slide Deck - Project Grumpy
144	2014-05-02	FBDOJ003037780	FBDOJ003037798	Confidential	Facebook Q2 All Hands - Master Script

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145	2014-05-08	N/A	N/A	Public	The New York Times: At Odds, Omnicom and Publicis End Merger https://archive.nytimes.com/dealbook.nytimes.com/2014/05/08/ad-agency-giants-said-to-call-off-35-billion-merger/ ,
146	2014-05-09	N/A	N/A	Public	The Guardian: Publicis/Omnicom deal collapsed after merger turned into power struggle https://www.theguardian.com/media/2014/may/09/publicis-omnicom-merger-collapsed-power-struggle
147	2014-05-19	N/A	N/A	Public	PR Newswire: PubMatic Acquires AdServing Company Mocean Mobile
148	2014-05-20	GOOG-AT-MDL-004416876	GOOG-AT-MDL-004416880	Confidential	DFP Comms doc: AdMob Line Item Dynamic Allocation
149	2014-05-30	N/A	N/A	Public	Federal Trade Commission: FTC Approves Franchise Services of North America's Application to Sell Certain Advantage Rent a Car Locations to Hertz and Avis Budget Group https://www.ftc.gov/news-events/news/press-releases/2014/05/ftc-approves-franchise-services-north-americas-application-sell-certain-advantage-rent-car-locations
150	2014-06-25	FBDOJ002621435	FBDOJ002621437	Confidential	Email (June 25, 2014) From: G. Madway To: P. Bozeman CC: R. Branson, N. Shotway, M. Krieger Subject: Re: Instagram Questions
151	2014-06-25	FBDOJ012203496	FBDOJ012203497	Confidential	Email (June 25, 2014) From: M. Krieger To: M. Krieger, P. Bozeman Subject: Message summary [mid. 1369934333703:1ae5a7fd5c9d188d39]
152	2014-06-26	N/A	N/A	Public	Wired: How Facebook Moved 20 Billion Instagram Photos Without You Noticing https://www.wired.com/2014/06/facebook-instagram
153	2014-07-00	N/A	N/A	Public	Mike Krieger, Instagratiom, Speech at Velocity Conference Santa Clara 2014, July 2014, https://learning.oreilly.com/videos/velocity-conference-santa/9781491900383/9781491900383-oreillyvideos2068686
154	2014-07-01	GOOG-DOJ-13913304	GOOG-DOJ-13913306	Highly Confidential	Email (July 1, 2014) From: Tiger To: xfp-xsm-eng CC: jiajunzheng, apappu, fryan, ssilver Subject: XSM and DPP
155	2014-07-02	N/A	N/A	Public	TechCrunch: Facebook Acquires LiveRail For \$400M to \$500M To Serve Video Ads Everywhere, Improve Its Own https://techcrunch.com/2014/07/02/facebook-liverail/
156	2014-07-08	FBDOJ002625509	FBDOJ002625509	Confidential	Email (July 8, 2014) From: P. Bozeman To: M. Krieger, P. Bozeman Subject: Re: Direct Connect plans?
157	2014-07-16	GOOG-DOJ-04783068	GOOG-DOJ-04783081	Highly Confidential	Google Slide Deck - DBM Q2 2014 Business Review
158	2014-07-22	GOOG-DOJ-04927239	GOOG-DOJ-04927272	Highly Confidential	Google Slide Deck - Skyray Project Review
159	2014-08-01	GOOG-AT-MDL-B-002111272	GOOG-AT-MDL-B-002111281	Confidential	Internal Google Doc - Skyray
160	2014-09-10	GOOG-AT-MDL-B-002095171	GOOG-AT-MDL-B-002095200	Confidential	Skyray Budget Migration Plan
161	2014-09-18	FBDOJ002643867	FBDOJ002643867	Confidential	Email (Sept. 18, 2014) From: Mike Krieger To: Goranka Bjedov, Mike Krieger, Bill Jia Subject: Message summary

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162	2014-09-24	GOOG-AT-MDL-B-009830291	GOOG-AT-MDL-B-009830311	Highly Confidential	Google slide deck - EventFE - Display Ads Infrastructure Deep Dive
163	2014-10-07	N/A	N/A	Public	TechCrunch: Facebook Opens Its Mobile Ad 'Audience Network' To All Advertisers And Apps https://techcrunch.com/2014/10/07/facebook-audience-network-ads/
164	2014-11-03	GOOG-DOJ-13199693	GOOG-DOJ-13199694	Highly Confidential	Google Document - Why DRX?
165	2014-11-12	N/A	N/A	Public	Google Slide Deck - Distributing Software in a Massively Parallel Environment https://www.usenix.org/sites/default/files/conference/protected-files/lisa_2014_talk.pdf
166	2014-11-12	N/A	N/A	Public	YouTube: Goranka Bjedov - Look Back Videos https://www.youtube.com/watch?v=BFMuirYacLQ .
167	2014-11-13	GOOG-DOJ-15419945	GOOG-DOJ-15419947	Public	Email (Nov. 13, 2014) From: drx-quality To: drx-quality CC: launchlog Subject: [Launch 124105] Per-buyer dynamic price optimization on AdX - full launch (+90M annual revenue from RTB buyers)
168	2014-12-02	GOOG-DOJ-13199584	GOOG-DOJ-13199599	Public	Google Slide Deck - Two-sided Dynamic Revenue Sharing
169	2014-12-08	GOOG-DOJ-13330569	GOOG-DOJ-13330573	Public	Email (Dec. 8, 2014) From: J. Bellack To: S. Silver Subject: Re: AdX Dynamic Revenue Share - requesting VP Launch Approval by email
170	2014-12-19	FBDOJ010654927	FBDOJ010654928	Confidential	Facebook document: Updates from Partnerships & Operations Chat between D. Rose and D. Goldblatt
171	2015-00-00	GOOG-DOJ-13202659	GOOG-DOJ-13202713	Public	Google Side Deck (2015) - Dynamic Sell-Side Revshare: GDN/DRX Summit 2015
172	2015-00-00	GOOG-AT-MDL-B-002888549	GOOG-AT-MDL-B-002888568	Confidential	Google Internal Doc - My version
173	2015-02-05	GOOG-AT-MDL-013363166	GOOG-AT-MDL-013363168	Confidential	Email (February 5, 2015) From: ads-managers To: budget-server cc: ads-quality-notes, ads-backend-notes Subject: [Ads-managers] Meeting notes: Ads budgeting bi-weekly (Feb 4, 2014)
174	2015-02-13	GOOG-DOJ-13199952	GOOG-DOJ-13199962	Public	Google Slide Deck - AdX DRA v1 launch review
175	2015-03-00	GOOG-DOJ-27803533	GOOG-DOJ-27803552	Public	Google Slide Deck (March 2015) - First call signal and GDN bidding
176	2015-03-00	N/A	N/A	Public	USENIX: Instagation - A Case Study in Cloud Migration at Scale https://www.usenix.org/conference/srecon15/program/presentation/bray
177	2015-03-05	GOOG-AT-MDL-B-002888331	GOOG-AT-MDL-B-002888338	Confidential	Google Internal Doc - Lanit (Launch & Iterate) Skyray Migration
178	2015-03-09	FBDOJ002620061	FBDOJ002620261	Confidential	Instagram Slide Deck - Instagation
179	2015-04-23	N/A	N/A	Public	Kubernetes Blog Post: The Predecessor to Kubernetes https://kubernetes.io/blog/2015/04/borg-predecessor-to-kubernetes/
180	2015-05-25	FBDOJ002491541	FBDOJ002491541	Confidential	Email (May 25, 2015) From: Breno Roberto To: Growth Circle; Robin Zhang; Ying-Yi Liang; Lauri Vuornos; Alec Sadewhite; Denise Moreno; Jaakkko Ahtela; Lior Tubi; Galed Friedmann; Sadi Khan; Praveen Archandran; Markku Makelainen; Joonas Hjelt; Hao Xu; Kevin Hannan; Andrew Bocking; Filippo Pacifici Subject: [HPM] Internet.org FOS Engineering (05/25/15)

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181	2015-05-29	FBDOJ009005193	FBDOJ009005197	Confidential	Email (May 29, 2015) From: B. Boland To: A. Bosworth, D. Wehner, S. Sandberg, M. Zuckerberg, M. Schroepfer cc: D. Fischer Subject: Re: Update on the ad tech publisher business
182	2015-06-00	GOOG-AT-MDL-019010377	GOOG-AT-MDL-019010408	Confidential	Google Slide Deck - How Supermixer Selects the Winning Ad(s)
183	2015-06-08	GOOG-DOJ-13200998	GOOG-DOJ-13201003	Public	Truthful Revshare: Impact Analysis
184	2015-06-15	FBDOJ010837086	FBDOJ010837118	Confidential	Facebook H2 2015 Project Goals for DC/N/T TPM Pod
185	2015-06-17	N/A	N/A	Public	AdExchanger: Salesforce.com Opens Up Access To Ad Tech Companies https://www.adexchanger.com/digital-marketing-2/salesforce-com-opens-up-access-to-ad-tech-companies/
186	2015-06-26	N/A	N/A	Public	Engineering at Meta: Fighting Spam with Haskell https://engineering.fb.com/2015/06/26/security/fighting-spam-with-haskell/
187	2015-06-30	N/A	N/A	Public	Xerox: Xerox Completes Sale of its Information Technology Outsourcing Business to Atos https://www.news.xerox.com/news/Xerox-completes-sale-of-its-ITO-business-to-Atos
188	2015-07-08	N/A	N/A	Public	Wired: Microsoft Axes 7,800 After Disastrous \$7.6bn Nokia Failure https://www.wired.com/story/microsoft-windows-phone-layoffs/
189	2015-07-15	N/A	N/A	Public	Medium: Instagram Engineering - Search Architecture https://instagram-engineering.com/searcharchitecture-eeb34a936d3a
190	2015-09-08	GOOG-DOJ-12029156	GOOG-DOJ-12029159	Highly Confidential	CSI - Data Sharing Analysis
191	2015-09-08	GOOG-DOJ-04430863	GOOG-DOJ-04430873	Highly Confidential	DoubleClick: Agave Update
192	2015-09-11	GOOG-DOJ-14368357	GOOG-DOJ-14368358	Public	Email (Sep. 11, 2015) From: A. Pappu To: C. Cortes Subject: Re: [Monetization-pm] [drx-pm] LAUNCHED! AdX Dynamic Revenue Share (DRS)
193	2015-09-11	GOOG-DOJ-15068390	GOOG-DOJ-15068392	Public	Email (Sep. 11, 2015) From: C. Cortes To: A. Pappu Subject: Fwd: [Monetization-pm] [drx-pm] LAUNCHED! AdX Dynamic Revenue Share (DRS)
194	2015-09-11	FBDOJ010865056	FBDOJ010865148	Confidential	Facebook: Ad Week September 2015 Script/Q&A
195	2015-09-15	GOOG-DOJ-11100738	GOOG-DOJ-11100739	Highly Confidential	Email (September 15, 2015) From: E. Ni To: Abhita Chugh; Bahman Rabii; Ben Cann; David Dandeneau; Deepa Bhatnagar; Eisar Lipkowitz; Guhan Viswanathan; Jason Hsueh; John Fitzpatrick; Karin Hennessy; Manish Gupta; Manveen Kaur; Max Stepin; Megan Kacholia; Mohammad Saleh; Moustafa Hammad; Murty Dasari; Payam Shodjai; Robert Saliba; Roshan Khan; Scott Silver; Smitha Shyam; Sujata Kosalge; Tris Warkentin; Vivek Rao Subject: [Meeting Notes] Skyray Steering - Sep 9
196	2015-09-18	GOOG-DOJ-10006202	GOOG-DOJ-10006205	Highly Confidential	Email (September 18, 2015) From: dxm-pm To: S. de Has CC: Max Stepin; DXM Product Managers; et al. Subject: Re: Six Client-facing p0 bugs so far in September
197	2015-09-22	GOOG-AT-MDL-004048231	GOOG-AT-MDL-004048231	Highly Confidential	Consolidated - Google Technologies used by Other Bets

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198	2015-09-24	N/A	N/A	Public	Los Angeles Times: Grocery chain Haggen is leaving California, Nevada and Arizona https://www.latimes.com/business/la-fi-haggen-california-20150924-story.html
199	2015-10-07	FBDOJ003307083	FBDOJ003307083	Confidential	Facebook slide deck - Everstore-Ravi
200	2015-10-15	FBDOJ011095971	FBDOJ011095985	Confidential	Facebook Internal Doc - The Evolution of Spam Fighting at Instagram
201	2015-10-17	N/A	N/A	Public	Forbes: Making Sense of the Dell-EMC-VMware Deal https://www.forbes.com/sites/valleyvoices/2015/10/27/making-sense-of-the-dell-emc-vmware-deal/
202	2015-11-11	N/A	N/A	Public	Instagram Engineering: Instagation Pt. 2: Scaling our infrastructure to multiple data centers https://instagram-engineering.com/instagation-pt-2-scaling-our-infrastructure-to-multiple-data-centers-5745cbad7834
203	2015-11-20	N/A	N/A	Public	AdExchanger: MoPub Adds Native Video Mediation, But Full Twitter Integration Still To Come https://www.adexchanger.com/mobile/mopub-adds-native-video-mediation-but-full-twitter-integration-still-to-come
204	2015-11-24	N/A	N/A	Public	Wall Street Journal: Albertsons to Buy Back 33 Stores It Sold as Part of Merger With Safeway https://www.wsj.com/articles/albertsons-to-buy-back-33-stores-it-sold-as-part-of-merger-with-safeway-1448411193
205	2015-12-11	FBDOJ009659439	FBDOJ009659488	Confidential	Email (December 11, 2015) From: A. Tchernina To: Andrew Bosworth; Mark Rabkin; Rob Goldman; Andrei Dunca; Adrian Fedorovici; Kat Jiahui Ng Wu; Adam Lazur; Hita Azad; Mark Trefgarne; Punit Sarin; David Wehner; Jas Athwal; Matt Banks; Aruna Mantripragada; Robert Healy (finance); Tim Campos; Anil Wilson; Dorothy Tse; John Koch; Cole Jimison; Bipin Neepani; David Fischer; Joel Jones; Doug Stotland; Tim Milazzo; Steven Neebe; Brian Boland; Vijay Balan; Dave Chiang; Steve Pinto; Deborah Liu; Yuji Higaki; Yanhua Mao; Brian Cheung; Brian Mullins; Bill Richardson; Greg Gotimer; Sam Zarat; Alex Stamos; Chris Clark Joanna Lam; Amit Patel; Lea Yeung Subject: LiveRail revenue audit report Attachments: LiveRail Audit Assessment Follow-up.xlsx; LiveRail Audit Report FINAL.pdf
206	2016-01-29	GOOG-AT-MDL-015737126	GOOG-AT-MDL-015737152	Confidential	Google Document - Corporate Development Integration Acquisition Process Overview
207	2016-02-00	GOOG-DOJ-09459336	GOOG-DOJ-09459356	Public	Google Slide Deck (Feb. 2016) - Demand Syndication - aka "Jedi" internally
208	2016-02-02	GOOG-DOJ-13203643	GOOG-DOJ-13203683	Public	Google Slide Deck - DRX Global Optimization of DRS, RPO, and EDA
209	2016-02-11	N/A	N/A	Public	Yury Izrailevsky, Stevan Vlaovic, and Ruslan Meshenberg, Completing the Netflix Cloud Migration, Netflix, February 11, 2016 https://about.netflix.com/en/news/completing-the-netflix-cloud-migration
210	2016-02-11	N/A	N/A	Public	ArsTechnica: Netflix finishes its massive migration to the Amazon cloud https://arstechnica.com/information-technology/2016/02/netflix-finishes-its-massive-migration-to-the-amazon-cloud/
211	2016-02-23	N/A	N/A	Public	Business Insider: Spotify is making a big switch, and it's a huge win for Google https://www.businessinsider.com/spotify-switches-to-google-cloud-platform-2016-2
212	2016-03-03	FBDOJ011091702	FBDOJ011091706	Confidential	Facebook Internal Doc - Instagram PE 2016 H1 M2 Review
213	2016-03-09	GOOG-AT-MDL-B-004142480	GOOG-AT-MDL-B-004142493	Highly Confidential	Google Document - XFA PSI

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214	2016-03-14	N/A	N/A	Public	Akhil Gupta, Scaling to exabytes and beyond, Dropbox.Tech, March 14, 2016, https://dropbox.tech/infrastructure/magic-pocket-infrastructure .
215	2016-03-17	N/A	N/A	Public	Netflix: How Netflix Works with ISPs Around the Globe to Deliver a Great Viewing Experience https://about.netflix.com/en/news/how-netflix-works-with-isps-aroundthe-globe-to-deliver-a-great-viewing-experience
216	2016-03-17	N/A	N/A	Public	The Verge: Alphabet Reportedly Putting Robot Builder Boston Dynamics Up for Sale https://www.theverge.com/2016/3/17/11254676/alphabet-reportedly-putting-robot-builder-boston-dynamics-up-for-sale
217	2016-03-18	N/A	N/A	Public	The Guardian: Robot Maker Boston Dynamics Put Up for Sale By Google, Reports Say https://www.theguardian.com/technology/2016/mar/18/boston-dynamics-put-up-for-sale-google
218	2016-03-23	GOOG-TEX-00217546	GOOG-TEX-00217553	Highly Confidential	Google Document - Skyray Overview
219	2016-03-31	N/A	N/A	Public	Business Insider: Pullbacks, delays, ad fraud: The story of Facebook's '\$500 million' LiveRail acquisition https://finance.yahoo.com/news/pullbacks-delays-ad-fraud-story-110726321.html
220	2016-04-07	GOOG-DOJ-10949109	GOOG-DOJ-10949109	Highly Confidential	Email (April 7, 2016) From: D. Taylor To: J. Spero CC: B. Kraham, P. Schindler, C. LaSala, L. Watson Re: Paul Muret Display & Video Ads & Analytics PM leadership summit tomorrow
221	2016-04-18	N/A	N/A	Public	The Verge: Netflix passes 81 million subscribers, but predicts slower growth ahead https://www.theverge.com/2016/4/18/11454362/netflix-q1-2016-earnings-81-million-subscribers
222	2016-04-27	GOOG-DOJ-13521136	GOOG-DOJ-13521137	Public	Email (Apr. 27, 2016) From: E. Goh To: N. Jayaram CC: J. Meltzer, W. Kim, A. Shellhammer, B. Rabii, A. Aggarwal, T. Maurer, J. Colen, D. Kuzmin Subject: Re: AWBid-related sellside messaging
223	2016-05-00	GOOG-DOJ-14718514	GOOG-DOJ-14718516	Public	Opt-out control for AdX Dynamic Revshare
224	2016-05-12	N/A	N/A	Public	Google Ad Manager: Smarter optimizations to support a healthier programmatic market https://blog.google/products/admanager/smarter-optimizations-to-suppor
225	2016-05-12	GOOG-DOJ-04934481	GOOG-DOJ-04934482	Highly Confidential	Email (May 12, 2016) From: A. Shellhammer To: AdX Buy-Side Global Sales; platforms-marketing; PBS EMEA LP Extended; GloProDisplay; pbs-commerce-search; partnerships-ams-report; gpsi team; revenue-solutions-am; SPL; vertical-leads; AdX-Services-Buy; Team LaSala; b--staff-all-partnerships subject: [ANNOUNCED] Smarter optimizations for DoubleClick Ad Exchange

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226	2016-05-19	FBDOJ007419335	FBDOJ007419340	Confidential	Email (May 19, 2016) From: Raymond Endres To: Nam Nguyen Subject: [Omnistore condor] Brainstorm ideas to reduce snapshot size
227	2016-05-26	N/A	N/A	Public	Business Insider: Facebook is shutting down the video-ad company it bought for about half a billion dollars 2 years ago https://www.businessinsider.com/facebook-shutting-down-liverail-2016-5
228	2016-06-21	N/A	N/A	Public	Netflix TechBlog: Netflix Billing Migration to AWS https://netflixtechblog.com/netflix-billing-migration-to-aws-451fba085a4
229	2016-06-24	N/A	N/A	Public	Communications of the ACM: Why Google Stores Billions of Lines of Code in a Single Repository https://research.google/pubs/why-google-stores-billions-of-lines-of-code-in-a-single-repository/
230	2016-07-00	N/A	N/A	Public	McKinsey & Company: Mergers in the Oil Patch: Lessons From Past Downturns https://www.mckinsey.com/~/media/McKinsey/Business%20Functions/Strategy%20and%20Corporate%20Finance/Our%20Insights/Mergers%20in%20the%20oil%20patch%20Lessons%20from%20past%20downturns/Mergers-in-the-oil-patch-Lessons-from-past-downturns.pdf
231	2016-08-00	GOOG-DOJ-13208074	GOOG-DOJ-13208074	Public	AdX Dynamic Revshare v2 Launch Plan
232	2016-08-00	GOOG-DOJ-13208800	GOOG-DOJ-13208802	Public	Including Third-Party Threshold in the Revealed Reserve Prices to AdX buyers
233	2016-08-02	N/A	N/A	Public	Fierce Healthcare: Aetna, Humana OK sale of Medicare Advantage assets to Molina https://www.fiercehealthcare.com/payer/aetna-humana-plan-to-sell-medicare-advantage-assets-to-molina/
234	2016-08-12	GOOG-AT-MDL-007400353	GOOG-AT-MDL-007400445	Highly Confidential	Google Document - Display Ads: Unified Identity Service (UIS)
235	2016-08-17	GOOG-AT-MDL-007418767	GOOG-AT-MDL-007418857	Confidential	Google slide deck - Narnia2 Townhall
236	2016-08-23	N/A	N/A	Public	Google Cloud Blog: gRPC: a true internet-scale RPC framework is now 1.0 and ready for production deployments https://cloud.google.com/blog/products/gcp/grpc-a-true-internet-scale-rpc-framework-is-now-1-and-ready-for-production-deployments
237	2016-08-24	GOOG-AT-MDL-007330546	GOOG-AT-MDL-007330601	Highly Confidential	Google Internal Notes - Skyray Steering Notes
238	2016-09-06	GOOG-DOJ-15799670	GOOG-DOJ-15799673	Public	Google Slide Deck - DRS v2
239	2016-09-06	GOOG-DOJ-13208294	GOOG-DOJ-13208311	Highly Confidential	Google Slide Deck - DFP 101
240	2016-09-07	GOOG-DOJ-10297540	GOOG-DOJ-10297619	Highly Confidential	Google: Skyray Budget Weekly Meeting Notes
241	2016-09-07	N/A	N/A	Public	J.D. Power: XIO Group Acquires J.D. Power https://www.jdpower.com/business/press-releases/xio-group-acquires-jd-power
242	2016-09-07	N/A	N/A	Public	VMware Form 8-K (September 1, 2016)
243	2016-09-12	GOOG-DOJ-04383374	GOOG-DOJ-04383401	Highly Confidential	Google Slide Deck - DRX Agave 4 Perf
244	2016-09-19	N/A	N/A	Public	Avnet: Avnet Agrees to Sell Technology Solutions Business Unit to Tech Data for \$2.6B https://ir.avnet.com/news-releases/news-release-details/avnet-agrees-sell-technology-solutions-business-unit-tech-data
245	2016-09-20	GOOG-AT-MDL-B-009836573	GOOG-AT-MDL-B-009836575	Highly Confidential	Google Document - Agave Spot Bonus Justification
246	2016-09-20	GOOG-DOJ-12502924	GOOG-DOJ-12502954	Highly Confidential	Google Slide Deck - Skyray F1 Syncer
247	2016-09-26	GOOG-DOJ-07050791	GOOG-DOJ-07050846		Google Slide Deck - Scouting Overview - Corporate Development
248	2016-10-03	N/A	N/A	Public	AdExchanger: Salesforce To Buy Krux For \$700M, Closing Ad Tech Gap With Rival Marketing Clouds https://www.adexchanger.com/data-exchanges/salesforce-buy-krux-closing-ad-tech-gap-rival-marketing-clouds/

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249	2016-10-05	N/A	N/A	Public	Google Cloud Platform Podcast: Borg and Kubernetes with John Wilkes https://www.gcppodcast.com/post/episode-46-borg-and-k8s-with-john-wilkes/
250	2016-10-07	GOOG-DOJ-28253978	GOOG-DOJ-28254048	Confidential	Google Slide Deck - San Diego Strategic Analysis
251	2016-10-12	OPENX-00003576	OPENX-00003638	Highly Confidential	OpenX slide deck - How OpenX Becomes Indispensable to Demand Partners
252	2016-10-17	GOOG-AT-MDL-006555884	GOOG-AT-MDL-006555905	Highly Confidential	Google Document - Argoz: Privacy Support
253	2016-10-18	GOOG-DOJ-32288469	GOOG-DOJ-32288476	Confidential	Google Internal Comms Plan: Project San Diego - Terra bella org changes
254	2016-10-19	N/A	N/A	Public	Netflix TechBlog: Netflix Chaos Monkey Upgraded https://netflixtechblog.com/netflix-chaos-monkey-upgraded-1d679429be5d
255	2016-11-02	N/A	N/A	Public	NTT Data: NTT DATA Closes Acquisition of Dell Services https://us.nttdata.com/en/news/press-release/2016/november/ntt-data-completes-acquisition-of-dell-services
256	2016-11-18	N/A	N/A	Public	Whole Foods Market, Inc. Form 10-K (fiscal year ended September 25, 2016)
257	2016-12-01	N/A	N/A	Public	AWS Re:Invent: Re:Invent 2016 Container Scheduling, Execution and AWS Integration https://www.slideshare.net/slideshow/reinvent-2016-container-scheduling-execution-and-aws-integration/69841814
258	2016-12-02	N/A	N/A	Public	YouTube: AWS re:Invent 2016: Netflix: Container Scheduling, Execution, and Integration with AWS (CON313) https://www.youtube.com/watch?v=4OLIKGT7aVQ
259	2016-12-06	N/A	N/A	Public	Microsoft Blog Post: Microsoft-LinkedIn deal cleared by regulators, opening new doors for people around the world https://blogs.microsoft.com/blog/2016/12/06/microsoft-linkedin-deal-cleared-regulators-opening-doors-people-around-world/
260	2017-01-00	N/A	N/A	Public	Dropbox: DROPBOX FACT SHEET https://aem.dropbox.com/cms/content/dam/dropbox/www/en-us/news/about-dropbox-january-2017-final.pdf
261	2017-01-13	N/A	N/A	Public	YouTube: Cluster Management at Google with Borg • John Wilkes • GOTO 2016 https://www.youtube.com/watch?v=0W49z8hVn0k&t=2299s
262	2017-01-17	GOOG-DOJ-03326128	GOOG-DOJ-03326266	Highly Confidential	Google Document - Skyray Migration: Timelines, Progress, and Status Report
263	2017-01-20	GOOG-AT-MDL-B-002902268	GOOG-AT-MDL-B-002902281	Confidential	Google Document - Resolving the Skyray IAS Discrepancy
264	2017-01-23	N/A	N/A	Public	Thoma Bravo: Thoma Bravo Completes Sale of LANDesk to Clearlake Capital https://www.thomabravo.com/press-releases/thoma-bravo-completes-sale-of-landesk-to-clearlake-capital
265	2017-01-23	N/A	N/A	Public	U.S. Department of Justice: U.S. District Court Blocks Aetna's Acquisition of Humana https://www.justice.gov/archives/opa/pr/us-district-court-blocks-aetna-s-acquisition-humana
266	2017-01-24	GOOG-AT-MDL-B-009836576	GOOG-AT-MDL-B-009836579	Highly Confidential	Google Document - AdX Serving Agave Migration
267	2017-01-31	N/A	N/A	Public	The Source on Healthcare and Competition: Case Brief: Highlights from the District Court Decision Blocking the Aetna-Humana Merger https://sourceonhealthcare.org/case-brief-highlights-from-the-district-court-decision-blocking-the-aetna-humana-merger/
268	2017-02-00	GOOG-DOJ-13209291	GOOG-DOJ-13209368	Highly Confidential	Google Slide Deck - DRX Unification Phase 2: Project Summary and results from working groups
269	2017-02-03	N/A	N/A	Public	TechCrunch: Google selling Terra Bella satellite imaging business to Planet https://techcrunch.com/2017/02/03/google-selling-terra-bella-satellite-imaging-business-to-planet/

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270	2017-02-14	N/A	N/A	Public	YCombinator: Hacker News https://news.ycombinator.com/item?id=13645303
271	2017-02-22	GOOG-DOJ-13207875	GOOG-DOJ-13207881	Public	AdX Dynamic Revshare v2: Launch Doc
272	2017-03-00	OMC-GOOG-00003086	OMC-GOOG-00003110	Confidential	Programmatic Landscape: Supply (March 2017)
273	2017-03-02	GOOG-AT-MDL-018528378	GOOG-AT-MDL-018528410	Confidential	Google Slide Deck - Live Experiments 101
274	2017-04-00	GOOG-AT-MDL-003446361	GOOG-AT-MDL-003446371	Highly Confidential	Google Document - DBM Ads F1 Migration of Individual Entities Project Overview of DBM data migration to Ads F1 with comments
275	2017-04-05	N/A	N/A	Public	Total Retail: Dollar General Buys Competitor Dollar Express https://www.mytotalretail.com/article/dollar-general-buys-competitor-dollar-express/
276	2017-04-14	N/A	N/A	Public	MIT News: Explained: Neural networks https://news.mit.edu/2017/explained-neural-networks-deep-learning-0414
277	2017-04-25	GOOG-DOJ-13627809	GOOG-DOJ-13627818	Highly Confidential	Project Poirot Design Document
278	2017-04-25	GOOG-DOJ-10806862	GOOG-DOJ-10806871	Highly Confidential	Project Poirot Design Document
279	2017-05-04	GOOG-AT-MDL-007375273	GOOG-AT-MDL-007375273	Public	Abrantes-Metz Ex. 22 (with handwritten notes) DRS and RPO interaction in Simulation
280	2017-05-16	GOOG-DOJ-13467091	GOOG-DOJ-13467257	Highly Confidential	Google slide deck - 2017 EMEA User Groups - Hamburg
281	2017-06-07	N/A	N/A	Public	CNBC: Facebook is planning to move WhatsApp off IBM's public cloud, source says https://www.cnbc.com/2017/06/07/facebook-planning-to-move-whatsapp-off-ibms-public-cloud.html
282	2017-06-08	N/A	N/A	Public	Vox: Google Has Finally Found a Buyer for Its Amazing, Scary Robot Companies, Boston Dynamics and Schaft: SoftBank https://www.vox.com/2017/6/8/15766440/softbank-alphabet-google-robotics-boston-dynamics-schaft
283	2017-06-08	GOOG-DOJ-15089735	GOOG-DOJ-15089738	Public	Email (June 8, 2017) From: launch To: drx-experiment-approvers CC: launchlog Subject: [Launch 193573] Disable dynamic revenue sharing for RPO prices
284	2017-06-12	GOOG-AT-MDL-016354429	GOOG-AT-MDL-016354465	Confidential	Google document - Narnia 2 Gaia Keyed Serving End State Design (Tinman)
285	2017-07-14	N/A	N/A	Public	YouTube: Scaling Instagram Infrastructure https://www.youtube.com/watch?v=hnpzNAPiC0E
286	2017-07-24	GOOG-DOJ-05270417	GOOG-DOJ-05270417	Public	Email (July 24, 2017) From: N. Jayaram To: B. Rabii, B. Bender CC: A. Amini, T. Maurer, T. Lipus, O. Zee Subject: Metrics post Poirot launch
287	2017-07-27	N/A	N/A	Public	Harvard Law School Forum on Corporate Governance: When a Piece of Your Company No Longer Fits: What Boards Need to Know About Divestitures https://corpgov.law.harvard.edu/2017/07/27/when-a-piece-of-your-company-no-longer-fits-what-boards-need-to-know-about-divestitures/
288	2017-09-00	GOOG-AT-MDL-001056062	GOOG-AT-MDL-001056064	Public	DVAA P&L Primer
289	2017-09-00	GOOG-AT-MDL-002468490	GOOG-AT-MDL-002468537	Confidential	Google Slide Deck - Supermixer
290	2017-09-05	GOOG-DOJ-13940968	GOOG-DOJ-13940975	Highly Confidential	Google Document - AdX Agave F1 Migration & Data Model Unification
291	2017-09-10	GOOG-DOJ-14422334	GOOG-DOJ-14422339	Public	Tdrs Prediction Producer Design & Implementation
292	2017-09-14	N/A	N/A	Public	Health Affairs: Formularies https://www.healthaffairs.org/content/briefs/formularies
293	2017-10-26	N/A	N/A	Public	Ad Exchanger: The Trade Desk Snaps Up AdBrain As Ad Tech Pursues Cross Device Roots

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294	2017-10-27	N/A	N/A	Public	Datto: Datto Announces Acquisition by Vista Equity Partners https://www.datto.com/news/press-releases/datto-announces-acquisition/
295	2017-11-06	GOOG-DOJ-06885161	GOOG-DOJ-06885170	Public	DoubleClick for publishers comms doc
296	2017-12-07	GOOG-DOJ-14743595	GOOG-DOJ-14743595	Public	Email (Dec. 7, 2017) From: M. Hopkins To: G. Levitte, H. Garon, M. Lin, M. Loubser, R. Ren, A. Radha, R. Srinivasan Subject: TDRS Launch Candidate
297	2017-12-08	AMZNDOJ0159229	AMZNDOJ0159233	Confidential	Email (Dec. 8, 2017) From: M.Battles To: A. Musku CC: K. Leeder, T. Craycroft Subject: Re: APS-3PPD Update - November 2017
298	2017-12-11	GOOG-DOJ-10254419	GOOG-DOJ-10254420	Public	Email (Dec. 11, 2017) From: T. Maurer To: E. Levin CC: D. Bakulin, D. Bhatnagar, Ca. Verhoofstad, J. Nussbaum, K. Pregibon, S. Jumar, M. Benedict Subject: Re: Greater transparency & choice in auction dynamics
299	2017-12-15	GOOG-DOJ-07056624	GOOG-DOJ-07056647	Highly Confidential	Google Slide Deck Integration and Cost Considerations Maintaining Acquired Cost Structures - Factors and Feasibility
300	2018-00-00	ADOBESTCID 30473 - 0000002525	ADOBESTCID 30473 - 0000002525	Confidential	Spreadsheet - DOJ Report
301	2018-01-00	GOOG-DOJ-13619370	GOOG-DOJ-13619376	Public	Summary of Poirot with Bid Buckets
302	2018-01-00	GOOG-DOJ-13218316	GOOG-DOJ-13218389	Highly Confidential	Google Slide Deck - AURAS Status Update
303	2018-01-10	GOOG-DOJ-13579782	GOOG-DOJ-13579784	Public	Email (Jan. 10, 2018) From: launch To: T. Maurer Cc: launchlog Subject: OVERDUE LAUNCH - Please Update: [Launch 215784] Poirot: Bid bucket surplus model
304	2018-01-15	GOOG-AT-MDL-007234013	GOOG-AT-MDL-007234049	Highly Confidential	Demand product design doc
305	2018-01-16	GOOG-DOJ-13215552	GOOG-DOJ-13215582	Highly Confidential	Google Slide Deck - DRX Overview
306	2018-01-28	GOOG-DOJ-13468936	GOOG-DOJ-13468947	Highly Confidential	Google Document - DRX Getting Started Guide - Florie Arlegui
307	2018-01-29	N/A	N/A	Public	Jon Russell, Google Completes Its \$1.1B Deal to Buy a Chunk of HTC's Smartphone Division, TechCrunch, January 29, 2018 https://techcrunch.com/2018/01/29/google-htc/
308	2018-02-06	GOOG-DOJ-11385003	GOOG-DOJ-11385032	Highly Confidential	Google Slide Deck - M&A Review Q1 2018
309	2018-02-08	GOOG-DOJ-13218911	GOOG-DOJ-13218926	Highly Confidential	Google Document - Grumpy v2 Phase 3 Design
310	2018-02-12	GOOG-AT-MDL-001094131	GOOG-AT-MDL-001094135	Highly Confidential	Google Document - Gaia Authentication in Display Ads Serving: Summary of Design, Production, and Resources
311	2018-02-16	N/A	N/A	Public	MedCityNews - Allscripts bought OneContent business from McKesson. Now Hyland is acquiring it (Updated) https://medcitynews.com/2018/02/allscripts-onecontent-mckesson-hyland/ ,
312	2018-02-23	N/A	N/A	Public	Dropbox, Inc. Form S-1 (February 23, 2018)
313	2018-02-23	GOOG-DOJ-10261066	GOOG-DOJ-10261071	Public	Email (Feb. 23, 2018) From: N. Jayaram To: A. Amini CC: D. Maymudes, V. Rao, M. Stepin, T. Maurer, D. Bhatnagar, P. Shodjai, T. Lipus Subject: Re: Rubicon: Buyer PMP auction dynamic adjustments

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314	2018-02-27	GOOG-AT-MDL-013383144	GOOG-AT-MDL-013383144	Confidential	Email (February 27, 2018) From: G. Viswanathan To: Scott Silver Subject: Re: Could you be my peer reviewer?
315	2018-02-28	MSFT-LIT-0000072452	MSFT-LIT-0000072452	Highly Confidential - AEO	Slide Deck - AppNexus Overview
316	2018-03-02	GOOG-AT-MDL-004018673	GOOG-AT-MDL-004018673	Highly Confidential	Google Spreadsheet: Skyray backend features
317	2018-03-05	N/A	N/A	Public	The Infatuation Press Release: The Infatuation to Acquire Zagat Brand, March 5, 2018 https://www.theinfatuation.com/all/features/the-infatuation-to-acquire-zagat-brand
318	2018-03-05	N/A	N/A	Public	The New York Times: Google to Sell Zagat to The Infatuation, an Upstart Review Site https://www.nytimes.com/2018/03/05/business/dealbook/zagat-google-infatuation.html
319	2018-03-05	N/A	N/A	Public	CNET: Google is selling Zagat to restaurant reviewer The Infatuation https://www.cnet.com/tech/tech-industry/google-is-selling-zagat-to-upstart-restaurant-review-site-the-infatuation/
320	2018-03-05	N/A	N/A	Public	TechCrunch: Google is selling off Zagat https://techcrunch.com/2018/03/05/google-is-selling-off-zagat/
321	2018-03-06	N/A	N/A	Public	Forbes: Google Sells Zagat To The Infatuation, Freeing It To Become Great Again https://www.forbes.com/sites/billrosenblatt/2018/03/06/google-sells-zagat-to-the-infatuation-freeing-it-to-become-great-again/
322	2018-03-23	GOOG-DOJ-04937154	GOOG-DOJ-04937164	Public	Google Document - Optimized pricing in the Open Auction Comms
323	2018-03-26	N/A	N/A	Public	Dale Neufeld, Shopify's Infrastructure Collaboration with Google, Shopify, March 26, 2018 https://shopify.engineering/shopify-infrastructure-collaboration-with-google .
324	2018-04-18	GOOG-DOJ-04533875	GOOG-DOJ-04533889	Highly Confidential	Google Slide Deck - Q1'18 M&A Update
325	2018-04-18	GOOG-DOJ-10732952	GOOG-DOJ-10732959	Highly Confidential	Google Slide Deck - Q1'18 M&A Update
326	2018-04-26	N/A	N/A	Public	Insight Partners: The Culture Challenge in Post-Merger Integrations," Insight Partners https://www.insightpartners.com/ideas/the-culture-challenge-in-post-merger-integrations/
327	2018-05-03	GOOG-AT-MDL-B-009826283	GOOG-AT-MDL-B-009826303	Highly Confidential	Google Document - (State of) Agave F1 Tablecache
328	2018-05-09	N/A	N/A	Public	PR Newswire: StubHub Selects Google Cloud and Pivotal as Cloud Service Providers https://www.prnewswire.com/news-releases/stubhub-selects-google-cloud-and-pivotal-as-cloud-service-providers-300645412.html
329	2018-05-09	GOOG-DOJ-AT-01128809	GOOG-DOJ-AT-01128914	Highly Confidential	Google Slide Deck - DRX Contracting Guide, A comprehensive guide to help OPG SPMs understand their partner's DFP & AdX contracts and create a contract efficiently
330	2018-06-07	N/A	N/A	Public	USENIX: Moving Shopify Core to the [Cloud] https://www.usenix.org/sites/default/files/conference/protectedfiles/srecon18asia_slides_francis.pdf
331	2018-06-18	N/A	N/A	Public	YouTube: ForgETS: a globally distributed database - Code Beam STO https://www.youtube.com/watch?v=kHzmrWD7iEY
332	2018-06-27	N/A	N/A	Public	Google Ads & Commerce Blog Post (June 27, 2018): J. Bellack, Introducing Google Ad Manager, Google Ad Manager

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333	2018-07-02	N/A	N/A	Public	Interpublic Group, Interpublic Group Agrees to Acquire Acxiom Marketing Solutions ('AMS') to Lead Next Wave of Innovation in Data-Driven Marketing, news release, July 2, 2018 https://investors.interpublic.com/newsreleases/news-release-details/interpublic-group-agrees-acquire-acxiom-marketing-solutions-ams
334	2018-07-10	N/A	N/A	Public	YouTube: Shopify's Move from the Data Centre to the Cloud https://youtu.be/0t5fnV8mapI?t=179
335	2018-07-25	GOOG-AT-MDL-001283820	GOOG-AT-MDL-001283841	Confidential	Google Slide Deck - Overview of CTR prediction for GDN ads
336	2018-07-26	N/A	N/A	Public	Youtube: Google Cloud Tech - Spotify's Journey to the Cloud https://youtu.be/5aBORQim-KM?si=NstturGYB0xg9Zqq&t=1194 .
337	2018-07-30	N/A	N/A	Public	Scott Carey, How Spotify migrated everything from on-premise to Google Cloud Platform, Computerworld, July 30, 2018 https://www.computerworld.com/article/1655983/how-spotify-migrated-everything-from-on-premise-to-google-cloud-platform.html
338	2018-08-00	GOOG-AT-MDL-004326981	GOOG-AT-MDL-004327016	Public	Google Slide Deck (Aug. 2018) - DVAA P&L 101
339	2018-08-00	GOOG-AT-MDL-B-002922524	GOOG-AT-MDL-B-002922550	Confidential	Google Slide Deck (August, 2018) - Structure Storage: Spanner Overview
340	2018-08-14	GOOG-DOJ-15264552	GOOG-DOJ-15264554	Public	Email (Aug. 14, 2018) From: launch To: J. Bigler CC: launchlog Subject: [Launch 258064] Project Marple
341	2018-08-21	GOOG-AT-MDL-018890761	GOOG-AT-MDL-018890771	Highly Confidential	Google Document - Alerting for DRX Live Video Resource Loans
342	2018-08-21	GOOG-DOJ-13596560	GOOG-DOJ-13596562	Public	Email (Aug. 21, 2018) From: launch To: T. Maurer CC: launchlog Subject: [Launch 259738] Project Poirot with auction type signal
343	2018-08-22	GOOG-AT-MDL-C-000100755	GOOG-AT-MDL-C-000100767	Highly Confidential	Google Document - uGLS: Kollektomat Design Doc
344	2018-09-06	GOOG-AT-MDL-009644238	GOOG-AT-MDL-009644238	Public	Google Spreadsheet - Launch request - Remove DBM from AdX dynamic revshare
345	2018-09-06	GOOG-DOJ-15743853	GOOG-DOJ-15743853	Public	Email (Sep. 6, 2018) From: C. Loth To: Ac-eng-launch Subject: [Afc-eng-launch] Launched ariane 259738 (medium impact)
346	2018-09-10	GOOG-DOJ-09712720	GOOG-DOJ-09712871	Public	DVAA 2019 Strategy Book (Version 1)
347	2018-09-10	GOOG-DOJ-AT-02512863	GOOG-DOJ-AT-02512871	Highly Confidential	Poirot for AWBid Design Doc
348	2018-09-16	GOOG-DOJ-13615596	GOOG-DOJ-13615609	Highly Confidential	Google Document - Project AURAS - A Unified Reservation/Auction Stack
349	2018-09-17	AMZNDOJ0023642	AMZNDOJ0023648	Confidential	Email (Sep. 17, 2018) From: V. Adapala To: K. Leeder, B. Howard CC: aps-managed-web Subject: Re: PBRs in New York WO August 27th
350	2018-10-13	N/A	N/A	Public	Business Insider: Billionaire Investor Steve Case says the Failure of the 2000 AOL Time Warner Mega Merger Taught Him a Crucial Lesson About Execution https://www.businessinsider.com/steve-case-lesson-aol-time-warner-merger-2018-10
351	2018-10-16	GOOG-DOJ-12038253	GOOG-DOJ-12038313	Highly Confidential	Google Slide Deck - DV360, Third Party Exchanges, and Outcome-Based Buying

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352	2018-10-17	GOOG-DOJ-11887333	GOOG-DOJ-11887360	Highly Confidential	Google Slide Deck - Ads Overview, Ads SRE Noogler training (Oct. 17, 2018)
353	2018-10-17	N/A	N/A	Public	PE Hub: Thoma Bravo's Hyland Software pays biggest dividend to date https://www.pehub.com/thoma-bravos-hyland-software-pays-biggest-dividend-to-date/
354	2018-10-24	N/A	N/A	Public	IAB SA White Paper on Brand Safety in Today's Digital Context," IAB South Africa, available at https://www.iabsa.net/assets/Usedebbieiabsanet/IAB_SA_Brand_Safety_White_Paper%2C_25_Oct_2018.pdf
355	2018-11-05	GOOG-DOJ-05283173	GOOG-DOJ-05283188	Public	Google Slide Deck - Poirot with auction type signal
356	2018-11-05	GOOG-AT-MDL-012685065	GOOG-AT-MDL-012685095	Confidential	Google Slide Deck - High-Level Sellside Architecture
357	2018-11-14	GOOG-AT-MDL-019140945	GOOG-AT-MDL-019140960	Confidential	Google Slide Deck - M&A Integration: 2018 XFN Kick-off
358	2018-11-14	N/A	N/A	Public	TechCrunch: Google is closing its Schaft robotics unit after failing to find a buyer https://techcrunch.com/2018/11/14/google-is-closing-its-schaft-robotics-unit/
359	2018-11-15	N/A	N/A	Public	ZDNet: Google closes bipedal robot unit Schaft, staff dispersed https://www.zdnet.com/article/google-closes-bipedal-robot-unit-schaft-staff-dispersed/
360	2018-11-27	GOOG-AT-MDL-006178701	GOOG-AT-MDL-006178800	Highly Confidential	Google Slide Deck - DVAA Overview for Ads Staff
361	2018-11-29	GOOG-AT-MDL-009644236	GOOG-AT-MDL-009644236	Public	Google Spreadsheet - Awbid/Project Poirot
362	2018-12-05	N/A	N/A	Public	Ad Exchanger: Multimillion-Dollar Oops! Google Will Pay Publishers For The Night Of The Yellow https://www.adexchanger.com/online-advertising/multimillion-dollar-oops-google-will-pay-publishers-for-the-night-of-the-yellow-ad/
363	2019-00-00	N/A	N/A	Public	AON: Mergers & Acquisitions Leverage - Transforming Insights into M&A Solutions
364	2019-00-00	N/A	N/A	Public	Goodway Group: 3 Digital Marketing Trends That Top Our 2019 Predictions
365	2019-01-18	GOOG-DOJ-11247631	GOOG-DOJ-11247635	Public	Project Poirot Design Document
366	2019-01-28	GOOG-DOJ-03901903	GOOG-DOJ-03901974	Public	Advertiser Perceptions Slide Deck - 2018 SSP Wave 2 for Google
367	2019-02-07	N/A	N/A	Public	AdExchanger: Goodway Group Creates Its Own Low-Fee Supply Path to Pubmatic
368	2019-02-18	N/A	N/A	Public	Epom Blog Post: Epom Ad Server: a Worthy Alternative of OpenX https://epom.com/blog/ad-server/openx-alternative
369	2019-02-28	GOOG-AT-MDL-B-009827030	GOOG-AT-MDL-B-009827040	Highly Confidential	Google Document - Ad Manager Reporting and Insights
370	2019-03-00	GOOG-DOJ-14550102	GOOG-DOJ-14550130	Highly Confidential	The Alchemist (AKA First Price Bernanke)
371	2019-03-04	GOOG-DOJ-06525908	GOOG-DOJ-06525934	Public	Google Slide Deck (Mar. 4, 2019) - Unified 1st Price Auction
372	2019-03-15	N/A	N/A	Public	AdExchanger: Everything You Need To Know About Bid Shading https://www.adexchanger.com/online-advertising/everything-you-need-to-know-about-bid-shading/
373	2019-03-25	GOOG-DOJ-07056586	GOOG-DOJ-07056609	Highly Confidential	Google Slide Deck - Project Ninja Overview
374	2019-03-29	N/A	N/A	Public	Dell Technologies Inc. Form 10-K (fiscal year ended February 1, 2019)
375	2019-03-29	N/A	N/A	Public	VMware Form 10-K (fiscal year ended February 1, 2019)
376	2019-04-00	GOOG-DOJ-13228856	GOOG-DOJ-13228860	Highly Confidential	Uniform Treatment for DFP Remnant and AdX under EDA
377	2019-04-00	GOOG-TEX-00158694	GOOG-TEX-00158698	Highly Confidential	Google Internal Doc - Uniform Treatment for DFP Remnant and AdX under EDA
378	2019-04-04	GOOG-AT-MDL-B-001241776	GOOG-AT-MDL-B-001241780	Highly Confidential	Email (April 4, 2019) From: Alexander Spiridonov To: tf-tpu-team;gcct-ce-specialists-ml; cloud-programs+updates;tensorflow:xla;riot product managers;devrel-tpu ;xla-team Subject: Cloud TPU Update: April 4, 2019

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379	2019-04-14	N/A	N/A	Public	Press Release: Publicis Groupe, Publicis Groupe to Acquire Epsilon, April 14, 2019, https://www.publicisgroupe.com/en/news/press-releases/publicis-groupe-to-acquire-epsilon
380	2019-04-15	N/A	N/A	Public	AdExchanger: Publicis Buys Epsilon For \$4.4B – But Will It Be Able To Integrate The Frankenstack? https://www.adexchanger.com/agencies/publicis-buys-epsilon-for-4-4b-but-will-it-be-able-to-integrate-the-frankenstack/
381	2019-04-22	GOOG-DOJ-07781369	GOOG-DOJ-07781371	Public	Email (Apr. 22, 2019) From: Morgan and Laura To: R. Srinivasan CC: S. Blackburn, N. Korula, J. Bigler, A. Shellhammer, et al. Subject: Re: UPR and FPA Positive Feedback from WaPo
382	2019-04-26	GOOG-AT-MDL-B-009836580	GOOG-AT-MDL-B-009836594	Highly Confidential	Google Document - Getting Started with System Performance, A Survival Kit for the Decline of Moore's Law
383	2019-05-09	GOOG-DOJ-05287436	GOOG-DOJ-05287460	Public	Google Slide Deck - DVAAR: DV260 Profitability
384	2019-05-13	GOOG-DOJ-AT-00593475	GOOG-DOJ-AT-00593478	Public	Google Document - Pricing Rules
385	2019-05-13	N/A	N/A	Public	VMware, Inc. Schedule 14A (May 13, 2019)
386	2019-05-21	N/A	N/A	Public	Igor Istocniks, How WhatsApp moved 1.5B users across data centers, Code Beam SF, Code Sync, May 21, 2019 https://codesync.global/media/how-whatsapp-moved-1-billion-users-across-data-centers/
387	2019-05-21	N/A	N/A	Public	AdExchanger: MoPub's New SDK Helps Apps Tie User Value To Ad Spend https://www.adexchanger.com/mobile/mopubs-new-sdk-helps-apps-tie-user-value-to-ad-spend/
388	2019-05-29	N/A	N/A	Public	Dell Technologies Inc. Form Schedule 14A (May 29, 2019)
389	2019-06-10	GOOG-DOJ-32261273	GOOG-DOJ-32261298	Public	Google Slide Deck - Poirot Review
390	2019-06-10	GOOG-DOJ-AT-00655825	GOOG-DOJ-AT-00655843	Public	Google Slide Deck (June 10, 2019) - Unified Pricing Rules
391	2019-06-13	GOOG-TEX-00593107	GOOG-TEX-00593180	Highly Confidential	Advertiser Perceptions Slide Deck - SSP Report, Wave 3: Part of the Programmatic Intelligence Report
392	2019-07-09	GOOG-DOJ-13616343	GOOG-DOJ-13616387	Highly Confidential	Google Slide Deck - Deep Dive: Play Ads: Q3 2019
393	2019-07-15	GOOG-DOJ-AT-00571333	GOOG-DOJ-AT-00571340	Public	Email (July 15, 2019) From: C. Verhoofstad To: A. Bangla CC: N. Jayaram, B. Besson, E. Maani Subject: Re: Google POV on Bid Shading
394	2019-07-19	GOOG-DOJ-13949282	GOOG-DOJ-13949282	Public	Google Spreadsheet - 2018 Sellside Launches Revenue Evaluation
395	2019-07-23	N/A	N/A	Public	CNBC: LinkedIn is moving to Microsoft's Azure public cloud three years after \$27 billion acquisition https://www.cnbc.com/2019/07/23/linkedin-is-moving-to-microsoft-azure-three-years-after-acquisition.html
396	2019-07-23	MSFT-0000117808	MSFT-0000117809	Highly Confidential	Email (July 23, 2019) From: C. Capossela To: Chriscap Direct Reports Subject: FW: Building LinkedIn for the Future - our move to the cloud
397	2019-08-00	GOODWAY0000759	GOODWAY0000765	Public	Goodway Group Slide Deck - Goodway + The Trade Desk: First-Price Auctions POV
398	2019-08-00	GOOG-AT-MDL-B-001646464	GOOG-AT-MDL-B-001646469	Highly Confidential	Google Document - Display Ads Infrastructure WAT at a Glance
399	2019-08-05	GOOG-DOJ-13227256	GOOG-DOJ-14368263	Public	Truthful DRS Design Doc

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400	2019-08-09	N/A	N/A	Public	Forrester: Broadcom Buys Symantec's Enterprise Biz - Good News For Investors, Bad News For Enterprises https://www.forrester.com/blogs/broadcom-buys-symantecs-enterprise-biz-good-news-for-investors-bad-news-for-enterprises/
401	2019-08-19	GOOG-DOJ-07960537	GOOG-DOJ-07960540	Public	Email (Aug. 19, 2019) From: C. LaSala To: R. Srinivasan, J. Bigler, M. Laszkowska Subject: Re: Unified Auction Changes (Sellside) Executive Update - Aug 12, 2019
402	2019-08-27	N/A	N/A	Public	CNBC: Google Has Shut Down the Product It Acquired With Former Cloud Leader Diane Greene https://www.cnbc.com/2019/08/27/google-shuts-down-hire-the-product-it-acquired-with-diane-greene.html
403	2019-08-28	N/A	N/A		TechCrunch: Google Will Shut Down Google Hire in 2020 https://techcrunch.com/2019/08/27/google-will-kill-off-google-hire-in-2020/
404	2019-08-30	GOOG-DOJ-11406673	GOOG-DOJ-11406689	Public	Google Slide Deck - First-price bidding
405	2019-09-00	GOOG-AT-MDL-B-004087648	GOOG-AT-MDL-B-004087679	Highly Confidential	Google Document - DBM eng team
406	2019-09-00	GOOG-DOJ-32320214	GOOG-DOJ-32320235	Confidential	Google Slide Deck - Project Ninja Summary & Learnings
407	2019-09-03	GOOG-DOJ-14549757	GOOG-DOJ-14549797	Public	Google Slide Deck - Changes to Ad Manager, AdMob auction
408	2019-09-18	OMC-GOOG-00054193	OMC-GOOG-00054268	Confidential	Omnicom Slide Deck - Verizon Media / McDonald+A301's RFI
409	2019-09-27	GOOG-DOJ-09714662	GOOG-DOJ-09714667	Public	Google Ad Manager [Comms Doc] - Ad Manager Unified 1st Price Auction
410	2019-09-27	GOOG-AT-MDL-008522254	GOOG-AT-MDL-008522265	Confidential	Google Document - Grumpy No More
411	2019-10-10	GOOG-DOJ-AT-00292252	GOOG-DOJ-AT-00292275	Public	Google Slide Deck (Oct. 10, 2019) - AdX first-price bidding
412	2019-10-23	GOOG-AT-MDL-008935836	GOOG-AT-MDL-008935837	Public	Email (Oct. 23, 2019) From: R. Ren To: N. Korula Subject: Re: EDA Performance Remnant v.s. AdX
413	2019-10-31	DOJ-ADS-0000036069	DOJ-ADS-0000036121	Highly Confidential	Verizon Media Competition and Markets Authority, Digital Advertising Market Study
414	2019-11-00	ATT-GCID-00111234	ATT-GCID-00111288	Confidential Business Information	Google Slide Deck (Nov. 2019) - SSP Business Investment Case
415	2019-11-11	N/A	N/A	Public	Proofpoint: Why Broadcom's Symantec Acquisition Won't Solve their Insider Threat Problems https://www.proofpoint.com/us/blog/insider-threat-management/why-broadcoms-symantec-acquisition-wont-solve-their-insider-threat
416	2019-11-14	N/A	N/A	Public	Tim Anderson, Google emits Network Intelligence Center to help untangle misconfigured cloud networks, The Register, November 14, 2019 https://www.theregister.com/2019/11/14/google_network_intelligence_center_for_cloud_and_onpremises/
417	2019-11-15	GOOG-DOJ-AT-00070433	GOOG-DOJ-AT-00070434	Public	Email (Nov. 15, 2019) From: J. Crespo To: ads-thresholds-core Subject: Fwd: Join Auction Brown Bag Series: (TODAY @ 12pm PT!)
418	2019-11-21	GOOG-AT-MDL-004168924	GOOG-AT-MDL-004168985	Highly Confidential	Advertiser Perceptions Slide Deck - SSP Report, Wave 4: Part of the Programmatic Intelligence Report
419	2019-11-27	GOOG-DOJ-14566285	GOOG-DOJ-14566324	Public	Google Slide Deck (Nov. 27, 2019) - IPA Impact Post Launch
420	2019-12-00	GOOG-DOJ-15130321	GOOG-DOJ-15130328	Public	Google Document - Dynamic Revenue Share
421	2019-12-09	N/A	N/A	Public	Niklas Gustavsson, Views From The Cloud: A History of Spotify's Journey to the Cloud, Part 1, Spotify Engineering, December 9, 2019 https://engineering.atspotify.com/2019/12/viewsfrom-the-cloud-a-history-of-spotifys-journey-to-the-cloud-part-1-2

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422	2020-00-00	GOOG-AT-MDL-004170032	GOOG-AT-MDL-004170084	Public	Advertiser Perceptions Slide Deck - SSP Report: Part of the Programmatic Intelligence Report Wave 6
423	2020-00-00	GOOG-DOJ-AT-00608572	GOOG-DOJ-AT-00608635	Public	Advertiser Perceptions Slide Deck - SSP Report: Part of the Programmatic Intelligence Report Wave 5
424	2020-01-15	GOOG-DOJ-AT-01009733	GOOG-DOJ-AT-01009818	Highly Confidential	Google Slide Deck - AviD Infrastructure
425	2020-01-24	GOOG-DOJ-11733552	GOOG-DOJ-11733585	Highly Confidential	Google Slide Deck - DV360 optimizations: ENG deep dive
426	2020-02-06	GOOG-AT-MDL-B-009830716	GOOG-AT-MDL-B-009830739	Highly Confidential	Google Slide Deck - IMF Traffic Server Overview
427	2020-02-13	N/A	N/A	Public	Reuters: Google seals takeover of Looker after UK green light https://www.reuters.com/article/technology/google-seals-takeover-of-looker-after-uk-green-light-idUSKBN2070QB
428	2020-03-16	N/A	N/A	Public	Forbes: The Demise of Symantec https://www.forbes.com/sites/richardstienon/2020/03/16/the-demise-of-symantec/?sh=705d40595fc7
429	2020-03-17	N/A	N/A	Public	The Verge: Fox buys Tubi for \$440 million as it attempts to join the streaming wars https://www.theverge.com/2020/3/17/21184294/fox-tubi-acquisition-streaming-wars-news-sports-xumi-comcast-pluto-viacomcb
430	2020-03-27	N/A	N/A	Public	1Life Healthcare Form 10-K (fiscal year ended December 31, 2019)
431	2020-04-01	N/A	N/A	Public	Magnite Inc: Rubicon Project and Telaria Complete Merger Following Stockholder Approvals https://investor.magnite.com/news-releases/news-release-details/rubicon-project-and-telaria-complete-merger-following
432	2020-04-26	N/A	N/A	Public	Unity Knowledge Center: ironSource Mediation management https://developers.is.com/ironsourcemobile/air/mediation-management-3/
433	2020-05-07	GOOG-AT-MDL-B-009827469	GOOG-AT-MDL-B-009827488	Highly Confidential	Google Document - BYOB Monetizer API Design
434	2020-05-11	GOOG-AT-MDL-002293467	GOOG-AT-MDL-002293472	Confidential	Google Document - DBM HDMI Consolidated
435	2020-05-24	GOOG-DOJ-15159990	GOOG-DOJ-15160027	Public	Google Slide Deck - Deep Dive First Price Rollout
436	2020-06-00	N/A	N/A	Public	McKinsey & Co Article: Three Degrees of Separation: How to Successfully Execute Divestitures https://www.mckinsey.com/~/media/mckinsey/business%20functions/strategy%20and%20corporate%20finance/our%20insights/three%20degrees%20of%20separation%20how%20to%20successfully%20execute%20divestitures/three-degrees-of-separation-how-to-successfully-execute-divestitures-vf.pdf
437	2020-06-22	GOOG-AT-MDL-B-009826974	GOOG-AT-MDL-B-009826989	Highly Confidential	Google Slide Deck - AdX Technical Overview
438	2020-06-29	GOOG-AT-MDL-B-009830028	GOOG-AT-MDL-B-009830030	Highly Confidential	Google Document - Ragnarok: XFP Malware Pipeline
439	2020-07-01	N/A	N/A	Public	TechCrunch: Dish Closes Boost Mobile Purchase, Following T-Mobile/Sprint Merger https://techcrunch.com/2020/07/01/dish-closes-boost-mobile-purchase-following-t-mobile-sprint-merger/
440	2020-07-07	GOOG-AT-MDL-012827460	GOOG-AT-MDL-012827497	Highly Confidential	Google Slide Deck - Sellside View
441	2020-07-08	N/A	N/A	Public	Post Industria Blog Post: M. Konstantin, Header Bidding: Definition, Pros & Cons https://postindustria.com/header-bidding-definition-pros-cons-adtech
442	2020-07-13	GOOG-AT-MDL-002011973	GOOG-AT-MDL-002012078	Highly Confidential	Google Slide Deck - Google Ad Manager Audience 101
443	2020-07-22	GOOG-AT-MDL-011283287	GOOG-AT-MDL-011283300	Confidential	Google Internal Doc - Gmail Backend Scanner Migration - "Spannacles" Design Doc
444	2020-08-07	LAZARD-DOJ-00000004	LAZARD-DOJ-00000033	Highly Confidential	Google Slide Deck - Ad Tech Market Update
445	2020-08-27	GOOG-DOJ-AT-00619367	GOOG-DOJ-AT-00619382	Highly Confidential	Google Slide Deck - Header bidding

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446	2020-08-31	N/A	N/A	Public	Criteo: Digital advertising, A-to-Z: Retargeting https://www.criteo.com/digital-advertising-glossary/retargeting/
447	2020-09-00	N/A	N/A	Public	U.S. Department of Justice, Antitrust Division Article: Merger Remedies Manual https://www.justice.gov/atr/page/file/1312416/dl?inline
448	2020-09-03	GOOG-DOJ-AT-00095497	GOOG-DOJ-AT-00095500	Highly Confidential	Email (September 3, 2020) From: James McClure To: Project AURAS; drx-serving; supermixer-eng; supermixer-announce ; barns-team; cafe-team; Display Ads Rendering SRE; Display Ads Targeting SRE; (Mary) Xiaoyong Liu; David Lewis; Alex Coman; Glenn Berntson; Jason Hsueh; Huei-hung Liao; Eric Maki; Nitish Korula; Noam Wolf; Shaobo Wang ; Ryan Dixon Subject: [ca-tech] Re: [LANDED] Project AURAS
449	2020-09-03	GOOG-AT-MDL-011226177	GOOG-AT-MDL-011226180	Highly Confidential	Email (September 3, 2020) From: Abdelhamid Abdou To: David Christian, Project AURAS; drx-serving; supermixer-eng ; supermixer-announce; barns-team; cafe-team; Display Ads Rendering SRE; Display Ads Targeting SRE; (Mary) Xiaoyong Liu ; David Lewis; Alex Coman; Glenn Berntson; Jason Hsueh; Huei-hung Liao; Eric Maki; Nitish Korula; Noam Wolf; Shaobo Wang; Ryan Dixon Subject: Re: [LANDED] Project AURAS
450	2020-09-21	N/A	N/A	Public	Microsoft Blog Post: Microsoft to acquire ZeniMax Media and its game publisher Bethesda Softworks https://news.microsoft.com/source/2020/09/21/microsoft-to-acquire-zenimax-media-and-its-game-publisher-bethesda-softworks/
451	2020-10-07	GOOG-AT-MDL-004123401	GOOG-AT-MDL-004123480	Confidential	Google Slide Deck - 5YP review: Nest Solutions
452	2020-10-12	GOOG-AT-MDL-B-009827425	GOOG-AT-MDL-B-009827468	Highly Confidential	Google Document - BPDR: Unified Monetizer Platform design overview
453	2020-10-12	GOOG-AT-MDL-B-009836152	GOOG-AT-MDL-B-009836158	Highly Confidential	Google Document - [AdsML Efficiency, Convergence, and Privacy]
454	2020-10-18	ADOBE – CID 30473 – 0000002523	ADOBE – CID 30473 – 0000002523	Confidential	Spreadsheet - year/month/impresions/spend
455	2020-11-01	N/A	N/A	Public	Nielsen: Nielsen announces sale of global connect business to Advent International for \$2.7 billion https://www.nielsen.com/news-center/2020/nielsen-announces-sale-of-global-connect-business-to-advent-international-for-2-7-billion/
456	2020-11-04	N/A	N/A	Public	USENIX Article: C. Tang, et al, Twine: A Unified Cluster Management System for Shared Infrastructure (November 4, 2020) https://www.usenix.org/conference/osdi20/presentation/tang
457	2020-11-28	N/A	N/A	Public	David Anderson: A better Kubernetes, from the ground up https://blog.dave.tf/post/new-kubernetes/
458	2020-12-00	GOOG-AT-MDL-001168337	GOOG-AT-MDL-001168369	Confidential	Google Slide Deck - Life of an Ad Request
459	2020-12-03	N/A	N/A	Public	Esports Insider Article: Microsoft acquires esports tournament platform Smash.gg https://esportsinsider.com/2020/12/microsoft-acquires-esports-tournament-platform-smash-gg
460	2021-00-00	GOOG-AT-MDL-000011823	GOOG-AT-MDL-000011890	Public	Advertiser Perceptions Slide Deck - SSP: Supply-Side Platforms Study: Wave 7 2021
461	2021-00-00	GOOG-DOJ-AT-02524665	GOOG-DOJ-AT-02524749	Public	Advertiser Perceptions Slide Deck - DSP Report: Demand-Side Platforms Wave 10 2021
462	2021-00-00	N/A	N/A	Public	Fidelity: What Is Large Cap? https://www.fidelity.com/insights/investing-ideas/glossary-large-cap
463	2021-00-00	N/A	N/A	Public	Fidelity: What Is Small Cap? https://www.fidelity.com/insights/investing-ideas/glossary-small-cap

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464	2021-00-00	GOOG-AT-MDL-B-009830695	GOOG-AT-MDL-B-009830715	Highly Confidential	Google Slide Deck - IMF Systems Overview
465	2021-00-00	GOOG-AT-MDL-B-009831628	GOOG-AT-MDL-B-009831639	Highly Confidential	Google Slide Deck - Turkey Materialization
466	2021-01-11	N/A	N/A	Public	Forcepoint: Francisco Partners Completes Acquisition of Forcepoint https://www.forcepoint.com/newsroom/2021/francisco-partners-completes-acquisition-forcepoint
467	2021-01-11	GOOG-AT-MDL-001428898	GOOG-AT-MDL-001428949	Highly Confidential	Google Slide Deck - GDA Deepdive
468	2021-01-15	N/A	N/A	Public	MakeUseOf: Google Officially Owns Fitbit: What That Means for You https://www.makeuseof.com/google-officially-owns-fitbit/
469	2021-01-22	GOOG-DOJ-AT-00585809	GOOG-DOJ-AT-00585835	Highly Confidential	Google Slide Deck - Auctions in Display Ads
470	2021-01-25	N/A	N/A	Public	Magnite Blog Post: We've Re-Introduced Our Platforms: Magnite CTV and Magnite DV+ https://www.magnite.com/blog/weve-re-introduced-our-platforms-magnite-ctv-and-magnite-dv/
471	2021-02-05	N/A	N/A	Public	Magnite Press Release: Magnite to Acquire SpotX https://investor.magnite.com/news-releases/news-release-details/magnite-acquires-spotx
472	2021-02-17	N/A	N/A	Public	AdExchanger: A, Schiff, IHeartMedia On Its Acquisition Of Triton And Why It's All In On Programmatic https://www.adexchanger.com/audio/iheartmedia-on-its-acquisition-of-triton-and-why-its-all-in-on-programmatic/
473	2021-02-23	N/A	N/A	Public	Cockroach Labs: CockroachDB's consistency model https://www.cockroachlabs.com/blog/consistency-model
474	2021-03-29	N/A	N/A	Public	TripleLift Press Release: TripleLift Acquired by Vista Equity Partners https://triplelift.com/press/triplelift-acquired-by-vista-equity-partners/
475	2021-03-31	N/A	N/A	Public	YouTube: Google Cloud Tech - What Are the Core Principles Behind Google Data Centers? https://www.youtube.com/watch?v=bzx7USXoIYg
476	2021-03-31	GOOG-AT-MDL-B-009834098	GOOG-AT-MDL-B-009834123	Highly Confidential	Order Form - Google Ad Manager 360 Service - Spotify (March 31, 2021)
477	2021-04-02	GOOG-AT-MDL-018760130	GOOG-AT-MDL-018760140	Highly Confidential	Google Document - Alphabet-on-GCP: Making GCP a better platform for Alphabet workloads
478	2021-04-03	N/A	N/A	Public	Business Insider: Why Adobe's \$540 million bet on advertising went awry, according to former employees, analysts and ad buyers https://www.businessinsider.com/rise-and-collapse-of-adobes-advertising-business-2021-4
479	2021-04-06	N/A	N/A	Public	Digiday: As privacy changes loom, Amazon stands to reap the greatest reward https://digiday.com/marketing/as-privacy-changes-loom-amazon-stands-to-reap-the-greatest-reward/
480	2021-04-08	N/A	N/A	Public	CloudTech: Spotify opens up on choosing Google Cloud for its cloud migration https://www.cloudcomputing-news.net/news/spotify-opens-up-on-choosing-google-cloud-for-its-cloud-migration/
481	2021-04-09	GOOG-AT-MDL-B-009836624	GOOG-AT-MDL-B-009836624	Highly Confidential	Google Document - Project AURAS Overview
482	2021-04-12	N/A	N/A	Public	McKinsey & Company: M. Brodherson et al., The demise of third-party cookies and identifiers https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-demise-of-third-party-cookies-and-identifiers
483	2021-04-14	N/A	N/A	Public	Planet: Four Years Down, Many More to Go: Happy Anniversary, Terra Bella! https://www.planet.com/pulse/four-years-down-many-more-to-go-happy-anniversary-terra-bella/
484	2021-04-14	N/A	N/A	Public	VMware, Inc. Form 8-K (April 13, 2021)
485	2021-04-16	GOOG-AT-MDL-006547451	GOOG-AT-MDL-006547510	Highly Confidential	Google Document - Avinash (Search) 4.9.21

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486	2021-04-19	N/A	N/A	Public	Google Cloud Blog Post: Colossus under the hood: a peek into Google's scalable storage system https://cloud.google.com/blog/products/storage-data-transfer/a-peek-behind-colossus-googles-file-system
487	2021-05-03	GOOG-AT-MDL-B-009830182	GOOG-AT-MDL-B-009830214	Highly Confidential	Google Document - Demystifying Infrastructure: An insiders Outside Perspective
488	2021-05-03	N/A	N/A	Public	CNBC: Verizon sells media businesses including Yahoo and AOL to Apollo for \$5 billion https://www.cnbc.com/2021/05/03/verizon-sells-yahoo-and-aol-businesses-to-apollo-for-5-billion.html
489	2021-05-03	N/A	N/A	Public	Reuters: Verizon to offload Yahoo, AOL for \$5 billion https://www.reuters.com/technology/apollo-acquire-verizons-media-assets-5-bln-2021-05-03/
490	2021-05-27	N/A	N/A	Public	Andreessen Horowitz: The Cost of Cloud, a Trillion Dollar Paradox https://a16z.com/the-cost-of-cloud-a-trillion-dollar-paradox/
491	2021-05-27	N/A	N/A	Public	Target Video: M. Grgurović, An In-Depth Guide to Top 10 Ad Exchanges for Publishers https://target-video.com/best-ad-exchanges/
492	2021-06-02	N/A	N/A	Public	Exec Edge: PubMatic CEO Rajeev Goel on Growth Drivers in Digital Advertising https://executives-edge.com/pubmatic-ceo-rajeev-goel-on-growth-drivers-in-digital-advertising/
493	2021-06-02	N/A	N/A	Public	Skillz: Skillz to Acquire Aarki to Form First Integrated Esports Advertising Platform https://investors.skillz.com/news/news-details/2021/Skillz-to-Acquire-Aarki-to-Form-First-Integrated-Esports-Advertising-Platform/default.aspx
494	2021-06-02	N/A	N/A	Public	TechCrunch: FireEye to sell products unit to Symphony-led group for \$1.2B https://techcrunch.com/2021/06/02/fireeye-to-sell-products-unit-for-1-2b-to-symphony-led-group/
495	2021-06-28	N/A	N/A	Public	Press release: Blackstone Announces Significant Investment in Simpli.fi, a Leading Programmatic Advertising Platform, at \$1.5 Billion Valuation," June 28, 2021 https://www.blackstone.com/news/press/blackstone-announces-significant-investment-in-simpli-fi-a-leadingprogrammatic-advertising-platform-at-1-5-billion-valuation/
496	2021-06-29	N/A	N/A	Public	AWS Blogs: Fluentd considerations and actions required at scale in Amazon EKS https://aws.amazon.com/blogs/containers/fluentd-considerations-and-actions-required-atscale-in-amazon-eks/
497	2021-06-30	N/A	N/A	Public	Equativ: Smart acquires cookie-free CTV and video advertising platform DynAdmic https://www.equativ.com/press/smart-acquires-cookie-free-ctv-and-video-advertising-platform-dynadmic
498	2021-07-06	GOOG-AT-MDL-B-009826841	GOOG-AT-MDL-B-009826921	Highly Confidential	Google Slide Deck - AdSpam in a nutshell: The why, how and, what of collaborating with our team
499	2021-07-13	N/A	N/A	Public	Mediaocean: Mediaocean to acquire Flashtalking, adding complementary solutions to power \$200 billion in annualized media spend https://www.mediaocean.com/flashtalking-acquisition

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501	2021-07-22	N/A	N/A	Public	The Verge: Predictably, T-Mobile's Merger Promises Weren't Enough to Make a Carrier Out of Dish https://www.theverge.com/2021/7/22/22587790/t-mobile-sprint-acquisition-dish-promises
502	2021-07-22	N/A	N/A	Public	Fitch Ratings: Fitch Affirms McAfee Enterprise (Magenta Buyer LLC) at 'B'; Outlook Remains Stable https://www.fitchratings.com/research/corporate-finance/fitch-affirms-mcafee-enterprise-magenta-buyer-llc-at-b-outlook-remains-stable-22-07-2021
503	2021-07-23	N/A	N/A	Public	Taboola: Taboola Acquiring Connexity, Bringing Personalized e-Commerce Recommendations To The Open Web https://www.taboola.com/press-release/ttaboola-acquires-connexity
504	2021-07-23	N/A	N/A	Public	X: Post by @Rbranson "Also of note is that TAO became the core data store for Instagram circa 2016-2017, replacing PostgreSQL and memcache". https://x.com/rbranson/status/1418676124486356994
505	2021-08-03	N/A	N/A	Public	Scan2CAD: SketchUp 3D Warehouse – Everything You Need to Know https://www.scan2cad.com/blog/cad/sketchup-3d-warehouse/
506	2021-08-05	N/A	N/A	Public	AWS Blogs: Bare metal performance with the AWS Nitro System https://aws.amazon.com/blogs/hpc/bare-metal-performance-with-the-aws-nitro-system/
507	2021-08-05	N/A	N/A	Public	Moody's: Moody's to Acquire RMS, Leader in Climate & Natural Disaster Risk https://ir.moody's.com/press-releases/news-details/2021/Moodys-to-Acquire-RMS-Leader-in-Climate--Natural-Disaster-Risk/default.aspx
508	2021-08-10	GOOG-AT-MDL-B-003928146	GOOG-AT-MDL-B-003928150	Highly Confidential	Google Document - Super Fast Gmail onto Spanner Migration: Capex approval
509	2021-08-11	GOOG-DOJ-AT-02448293	GOOG-DOJ-AT-02448301	Highly Confidential	Google Document - Xbid Shutdown Plan with comments
510	2021-09-01	N/A	N/A	Public	TechCrunch: Apollo completes its \$5B acquisition of Verizon Media, now known as Yahoo https://techcrunch.com/2021/09/01/apollo-completes-its-5b-acquisition-of-verizon-media-now-known-as-yahoo/
511	2021-09-08	N/A	N/A	Public	Digital Fuel Capital: StubHub International Gains Independence with New Owners, Following CMA Approval https://www.digitalfuelcapital.com/news/home/stubhub-international-gains-independencewith-new-owners-following-cma-approval
512	2021-09-09	N/A	N/A	Public	Medium: Who is the winner - Comparing Vector, Fluent Bit, Fluentd performance https://medium.com/ibm-cloud/log-collectors-performance-benchmarking-8c5218a08fea
513	2021-09-23	GOOG-AT-MDL-008822004	GOOG-AT-MDL-008822010	Confidential	Google Document - Napa: 2022 Roadmap
514	2021-10-01	GOOG-AT-MDL-006138947	GOOG-AT-MDL-006138990	Confidential	Google Slide Deck - Google Ad Manager Product Overview
515	2021-10-05	GOOG-DOJ-AT-02480338	GOOG-DOJ-AT-02480357	Public	Google Slide Deck - Poirot Launch Metrics
516	2021-10-05	GOOG-DOJ-AT-02480384	GOOG-DOJ-AT-02480386	Highly Confidential	Google Document - Executive summary Poirot v3
517	2021-10-05	GOOG-DOJ-AT-02512856	GOOG-DOJ-AT-02512859	Highly Confidential	Poirot Modeling Design Doc
518	2021-10-19	N/A	N/A	Public	Nexxen: Strategic Acquisition Strengthens Tremor's End-to-End CTV & Video Technology Stack https://investors.tremorinternational.com/news-releases/news-release-details/strategic-acquisition-strengthens-tremors-end-end-ctv-video

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519	2021-10-28	N/A	N/A	Public	Meta: Introducing Meta: A Social Technology Company https://about.fb.com/news/2021/10/facebook-company-is-now-meta/
520	2021-11-01	N/A	N/A	Public	Kyndryl Holdings, Inc. Form 8-K (November 1, 2021), Exhibit 10.1: Transitional Services Agreement by and between International Business Machines Corporation and Kyndryl, Inc.
521	2021-11-04	N/A	N/A	Public	TechCrunch: Kyndryl officially launches as IBM spins out \$19B infrastructure services biz https://techcrunch.com/2021/11/04/kyndryl-officially-launches-as-ibm-spins-out-infrastructure-services-biz-as-separate-company/
522	2021-11-16	GOOG-AT-MDL-001460055	GOOG-AT-MDL-001460105	Highly Confidential	Advertiser Perceptions Slide Deck - SSP Supply-Side Platforms Study
523	2021-11-17	N/A	N/A	Public	The Verge: A look under the hood of the most successful streaming service on the planet - Netflix's secret sauce is something none of us ever see https://www.theverge.com/22787426/netflix-cdn-openconnect
524	2021-11-22	TTD_D0J-GOOG23-0001039	TTD_D0J-GOOG23-0001052	Highly Confidential - AEO	Introduction sheet to the OpenPath Publisher Terms & Conditions
525	2021-12-00	N/A	N/A	Public	Google Ads Policies, Google Support Center
526	2021-12-01	N/A	N/A	Public	Innovid Press Release: Innovid Begins Trading on New York Stock Exchange Under Symbol 'CTV' https://www.innovid.com/about-us/news/innovid-begins-trading-on-new-york-stock-exchange-under-symbol-ctv
527	2021-12-21	N/A	N/A	Public	AdExchanger: Xandr, Formerly AppNexus, Is Now Formerly AT&T, After Its Acquisition By Microsoft https://www.adexchanger.com/online-advertising/xandr-formerly-appnexus-is-now-formerly-att-after-its-acquisition-
528	2022-00-00	GOOG-AT-MDL-000016711	GOOG-AT-MDL-000016781	Public	Advertiser Perceptions Slide Deck - SSP: Supply-Side Platforms Study: Wave 9
529	2022-01-12	N/A	N/A	Public	Unity Knowledge Center: ironSource Exchange programmatic partners https://developers.is.com/ironsource-mobile/general/ironsource-exchange-programmatic-partners/
530	2022-01-18	N/A	N/A	Public	Microsoft: Microsoft to acquire Activision Blizzard to bring the joy and community of gaming to everyone, across every device https://news.microsoft.com/source/2022/01/18/microsoft-to-acquire-activision-blizzard-to-bring-the-joy-and-community-of-gaming-to-everyone-across-every-device/
531	2022-01-24	N/A	N/A	Public	U.S. Department of Justice, Antitrust Division: J. Kanter, Remarks to the New York State Bar Association Antitrust Section https://www.justice.gov/opa/speech/assistant-attorney-general-jonathan-kanter-antitrust-division-delivers-remarks-new-york
532	2022-01-31	N/A	N/A	Public	Investopedia: Understanding High-Frequency Trading Terminology https://www.investopedia.com/articles/active-trading/042414/youd-better-know-your-highfrequency-trading-terminology.asp
533	2022-02-10	GOOG-AT-MDL-B-009826576	GOOG-AT-MDL-B-009826658	Highly Confidential	Google Slide Deck - API & Production: Knowledge Share
534	2022-02-15	N/A	N/A	Public	eMarketer Insider Intelligence: E. Mithell, US Programmatic Digital Display Ad Spending 2022: Navigating Innovation in Identity and Consolidation in Ad Tech
535	2022-02-17	GOOG-AT-MDL-B-009829580	GOOG-AT-MDL-B-009829582	Highly Confidential	Google Document: GFP-Mixer - DRX Serving
536	2022-02-23	N/A	N/A	Public	AppLovin: AppLovin Partners with HUMAN to Assure In-App Traffic Quality at Scale https://investors.applovin.com/news/news-details/2022/AppLovin-Partners-with-HUMAN-to-Assure-In-App-Traffic-Quality-at-Scale/default.aspx
537	2022-03-00	OMG_000069	OMG_000079	Highly Confidential	Omnicom MediaGroup Q1 2022 Digital Marketplace Briefing

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538	2022-03-18	N/A	N/A	Public	Google Cloud: StubHub runs its Oracle applications and databases on the Google Cloud Bare Metal Solution powered by Intel to improve service reliability, functionality, and efficiency https://web.archive.org/web/20220318040336/https://cloud.google.com/customers/stubhub/
539	2022-04-12	N/A	N/A	Public	OpenWeb: OpenWeb Aims to Power Social, Open Internet with \$100M Acquisition of ADYOUlike https://www.prnewswire.com/news-releases/openweb-aims-to-power-the-social-open-internet-with-100m-acquisition-of-adyoulike-301523789.html
540	2022-04-20	N/A	N/A	Public	Amazon Web Services Big Data Blog Post: Scale Amazon Redshift to meet high throughput query requirements https://aws.amazon.com/blogs/big-data/scale-amazon-redshift-to-meet-high-throughput-query-requirements
541	2022-04-25	LI DOJ G 2023_00002143	LI DOJ G 2023_00002157	Highly Confidential	Internal LinkedIn Slide Deck - Corporate QB Backup
542	2022-04-25	N/A	N/A	Public	AdExchanger: A. Vargas, AdExplainer: What Is Supply-Path Optimization (SPO)? https://www.adexchanger.com/adexplainer/adexplainer-what-is-supply-path-optimization-spo/
543	2022-05-05	N/A	N/A	Public	Sixteen Nine: D. Haynes, Ocean Outdoor Agrees to Takeover By Largest Shareholder https://www.sixteen-nine.net/2022/05/05/ocean-outdoor-agrees-to-takeover-by-largest-current-shareholder/
544	2022-05-12	GOOG-AT-MDL-002295716	GOOG-AT-MDL-002295750	Highly Confidential	Google Slide Deck - Life of a query & Auction Overview
545	2022-05-26	N/A	N/A	Public	Forrester: VMware Customers: Get Ready For Broadcom Disruption https://www.forrester.com/blogs/vmware-customers-get-ready-for-broadcom-disruption/
546	2022-05-30	N/A	N/A	Public	The Register: Broadcom's strategy ignores most VMware customers https://www.theregister.com/2022/05/30/broadcom_strategy_vmware_customer_impact
547	2022-06-08	GOOG-AT-MDL-C-000018444	GOOG-AT-MDL-C-000018446	Highly Confidential	Google Document - Supermixer
548	2022-06-09	GOOG-AT-MDL-C-000018263	GOOG-AT-MDL-C-000018269	Highly Confidential	Google Document - Supermixer Overview
549	2022-06-27	GOOG-AT-MDL-B-009827534	GOOG-AT-MDL-B-009827565	Highly Confidential	Google Slide Deck - Billing Under Admin
550	2022-06-28	N/A	N/A	Public	Kevel: Kevel aquires Velocidi to Advance Privacy First Audience Targeting
551	2022-07-00	GOOG-AT-MDL-B-009831490	GOOG-AT-MDL-B-009831537	Highly Confidential	Google Slide Deck - Display Ad Serving: Sellside POV
552	2022-07-01	N/A	N/A	Public	Pizza Today: Man on the Street: Losing NYC's Coal Burning Ovens https://pizzatoday.com/topics/people-pizzerias/man-on-the-street-losing-nycs-coal-burning-ovens
553	2022-07-07	N/A	N/A	Public	Equativ: Equativ Accelerates CTV Growth With Strategic Investment for a Significant Stake in Nowtilus https://www.equativ.com/press/equativ-accelerates-ctv-growth-with-strategic-investment-for-a-significant-stake-in-nowtilus
554	2022-07-25	N/A	N/A	Public	Nexxen: Tremor International Enters into an Agreement to Acquire Amobee, Significantly Increasing its Global Market Share https://investors.nexxen.com/news-releases/news-release-details/tremor-international-enters-agreement-acquire-amobee
555	2022-07-25	GOOG-AT-MDL-004017319	GOOG-AT-MDL-004017350	Confidential	Google Slide Deck - RASTA 101 for DRX PMs: An intro to RASTA and experiment analysis for RMs on Ad Manager

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556	2022-08-09	N/A	N/A	Public	Businesswire: Volta Media™ Network Surpasses One Billion Monthly Impressions and More Than 30,000 Tons of CO2 Emissions Avoided https://www.businesswire.com/news/home/20220809005379/en/Volta-Media-Network-Surpasses-One-Billion-Monthly-Impressions-and-More-Than-30000-Tons-of-CO2-Emissions-Avoided
557	2022-08-16	GOOG-AT-MDL-008024880	GOOG-AT-MDL-008024921	Highly Confidential	Google Slide Deck - abCloud Value Creation & Impact Exec Summary
558	2022-08-24	N/A	N/A	Public	Microsoft Blog Post: The History of Microsoft Azure https://techcommunity.microsoft.com/blog/educatordeveloperblog/the-history-of-microsoft-azure/3574204
559	2022-08-25	GOOG-AT-MDL-B-009826304	GOOG-AT-MDL-B-009826350	Highly Confidential	Google Slide Deck - AdManager Reporting Test + Release Coverage Gaps
560	2022-08-31	N/A	N/A	Public	Electronic Frontier Foundation: How Ad Tech Became Cop Spy Tech
561	2022-09-12	N/A	N/A	Public	Google Cloud Blog: Google completes acquisition of Mandiant https://cloud.google.com/blog/products/identity-security/google-completes-acquisition-of-mandiant
562	2022-09-12	N/A	N/A	Public	The Verge: Google now owns Mandiant, the firm that found SolarWinds hack https://www.theverge.com/2022/9/12/23349213/google-mandiant-acquisition-cloud-security-threat-intelligence
563	2022-09-13	N/A	N/A	Public	Nexxen: Tremor Announces Closing of Amobee Acquisition https://investors.tremorinternational.com/news-releases/news-release-details/tremor-international-tremor-announces-closing-amobee-acquisition
564	2022-09-14	N/A	N/A	Public	Pubmatic Press Release: PubMatic to Acquire martin to Further Accelerate Supply Path Optimization Product Innovation
565	2022-09-23	GOOG-AT-MDL-B-009826755	GOOG-AT-MDL-B-009826811	Highly Confidential	Google Slide Deck - AdSpam Logs 101: 2022 AdSpam Boot Camp
566	2022-10-03	N/A	N/A	Public	Youtube: Hacking Google Series - Series Trailer https://www.youtube.com/watch?v=5nEyjYn9_LI&list=PL590L5WQmH8dsxxz7ooJAgmijwOz0lh2H&index=1
567	2022-10-03	N/A	N/A	Public	Youtube: Hacking Google Series - Operation Aurora https://www.youtube.com/watch?v=przDcQe6n5o&list=PL590L5WQmH8dsxxz7ooJAgmijwOz0lh2H&index=2
568	2022-10-03	N/A	N/A	Public	Youtube: Hacking Google Series - Threat Analysis Group https://www.youtube.com/watch?v=N7N4EC20-cM&list=PL590L5WQmH8dsxxz7ooJAgmijwOz0lh2H&index=3
569	2022-10-03	N/A	N/A	Public	Youtube: Hacking Google Series - Detection and Response https://www.youtube.com/watch?v=QZ0cpBocl3c&list=PL590L5WQmH8dsxxz7ooJAgmijwOz0lh2H&index=4
570	2022-10-03	N/A	N/A	Public	Youtube: Hacking Google Series - Red Team https://www.youtube.com/watch?v=TusQWn2TQxQ&list=PL590L5WQmH8dsxxz7ooJAgmijwOz0lh2H&index=5
571	2022-10-03	N/A	N/A	Public	Youtube: Hacking Google Series - Bug Hunters https://www.youtube.com/watch?v=IoXiXICNoXg&list=PL590L5WQmH8dsxxz7ooJAgmijwOz0lh2H&index=6
572	2022-10-03	N/A	N/A	Public	Youtube: Hacking Google Series - Project Zero https://www.youtube.com/watch?v=My_13FXODdU&list=PL590L5WQmH8dsxxz7ooJAgmijwOz0lh2H&index=7
573	2022-10-03	N/A	N/A	Public	Youtube: Hacking Google Series - Hacking Google to Defend Enterprises https://www.youtube.com/watch?v=dhdz5VZ4S88&list=PL590L5WQmH8dsxxz7ooJAgmijwOz0lh2H&index=8
574	2022-10-03	N/A	N/A	Public	Youtube: Hacking Google Series - Series Trailer, Full https://www.youtube.com/watch?v=aOGFY1R4QQ4&list=PL590L5WQmH8dsxxz7ooJAgmijwOz0lh2H&index=9
575	2022-10-04	GOOG-AT-MDL-007383377	GOOG-AT-MDL-007383386	Highly Confidential	Google Document - Project Dahlia

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576	2022-10-18	GOOG-AT-MDL-008521067	GOOG-AT-MDL-008521071	Highly Confidential	Google Document - The goal of project Skyray
577	2022-11-01	N/A	N/A	Public	Wall Street Journal: Why Google Plays Down Its Ad-Tech Business but Is Determined to Keep It
578	2022-11-21	N/A	N/A	Public	eMarketer Insider Intelligence: Amid ad decline, TikTok introduces new Audience Insights to provide marketers better ad targeting https://www.emarketer.com/content/amid-addecline-tiktok-introduces-new-audience-insights-provide-marketers-better-ad-targeting
579	2022-11-21	GOOG-AT-MDL-B-009836268	GOOG-AT-MDL-B-009836270	Highly Confidential	Google Document: STable
580	2022-11-28	OMG_000091	OMG_000093	Highly Confidential	Omnicom MediaGroup - What does Industry-Leading Supply Path Optimization Look Like?
581	2022-11-29	GOOG-AT-MDL-000019131	GOOG-AT-MDL-000019211	Highly Confidential	Advertiser Perceptions Slide Deck - SSP: Supply-Side Platforms Study, Programmatic Intelligence Report Series, Wave 10, H2 2022
582	2022-12-01	GOOG-AT-MDL-C-000018432	GOOG-AT-MDL-C-000018432	Highly Confidential	Google Document - Qubos OLAP Query Engine
583	2022-12-05	GOOG-AT-MDL-C-000017996	GOOG-AT-MDL-C-000018011	Highly Confidential	Google Document - AViD Serving Architecture 101 (Backend)
584	2022-12-08	GOOG-AT-MDL-B-009835763	GOOG-AT-MDL-B-009835819	Highly Confidential	Google Document - Google Ad Manager Postmortem: gfp.mixer crashing globally
585	2022-12-15	N/A	N/A	Public	Google Marketing Platform: GA 360 Suite Service Level Agreements https://marketingplatform.google.com/about/analytics_products/sla
586	2022-12-26	GOOG-AT-MDL-C-000018403	GOOG-AT-MDL-C-000018412	Highly Confidential	Google Document - Overview of Borg
587	2022-12-31	N/A	N/A	Public	Magnite 10-K (fiscal year ended December 31, 2022)
588	2023-00-00	N/A	N/A	Public	PubMatic: Activate the Future of Video & CTV Buying Today https://pubmatic.com/activate/
589	2023-00-00	N/A	N/A	Public	Chevron: Our History https://www.chevron.com/-/media/chevron/about/documents/chevron-history.pdf
590	2023-00-00	N/A	N/A	Public	KPMG: Accelerated TSA Exits https://kpmg.com/kpmg-us/content/dam/kpmg/pdf/2023/accelerated-tsa-exits.pdf
591	2023-01-10	N/A	N/A	Public	Reuters: Protecting your IP at the source: licensing and other transactions https://www.reuters.com/legal/transactional/protecting-your-ip-source-licensing-other-transactions-2023-01-10/
592	2023-01-20	N/A	N/A	Public	Barron's: Tech's Last Bullish Inventory: Why Thoma Bravo Is Still Buying https://www.barrons.com/articles/bullish-on-tech-stocks-thoma-bravo-51674247830
593	2023-01-25	GOOG-AT-MDL-B-009830079	GOOG-AT-MDL-B-009830113	Highly Confidential	Google Slide Deck - DRX Reporting LP Overview
594	2023-01-26	GOOG-AT-MDL-C-000017976	GOOG-AT-MDL-C-000017977	Highly Confidential	Google Document - AdsFE Products: Google Ad Manager
595	2023-02-00	GOOG-AT-MDL-007391759	GOOG-AT-MDL-007391771	Confidential	Google Slide Deck - Project Dahlia: Deal Review Deck
596	2023-02-15	N/A	N/A	Public	AdExchanger: Yahoo Shuttering Its SSP Is Evidence That Ad Exchanges Are Becoming Interchangeable https://www.adexchanger.com/platforms/yahoo-shutting-its-ssp-is-evidence-that-ad-exchanges-are-becominginterchangeable/
597	2023-02-23	N/A	N/A	Public	Business Insider: PE firm Bridgepoint takes a majority stake in Equativ, valuing the adtech firm at around \$370 million https://www.businessinsider.com/bridgepoint-majority-stake-adtech-company-equativ-350-million-euro-2023-2
598	2023-02-28	N/A	N/A	Public	PubMatic, Inc. Form 10-K (fiscal year ended December 31, 2022)
599	2023-03-00	N/A	N/A	Public	Investor Presentation, First Quarter 2023
600	2023-03-00	KVL00000081	KVL00000081	Highly Confidential	Kevel Excel Spreadsheet
601	2023-03-15	GOOG-AT-MDL-015807600	GOOG-AT-MDL-015807609	Confidential	Google Document - Workspace Resource Utilization 2023+

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602	2023-03-29	N/A	N/A	Public	Light Reading: Wall Street Is Fed Up With Dish Network https://www.lightreading.com/open-ran/wall-street-is-fed-up-with-dish-network
603	2023-03-31	N/A	N/A	Public	Medium: A Snapshot of Success - The Story of Instagram https://medium.com/design-bootcamp/a-snapshot-ofsuccess-the-story-of-instagram-95dedcf497c6
604	2023-04-07	N/A	N/A	Public	Google Cloud Blog: Spanner under the hood - Understanding strict serializability and external consistency https://cloud.google.com/blog/products/databases/strictserializability-and-external-consistencyin-spanner
605	2023-04-17	N/A	N/A	Public	Magnite Press Release (Apr. 17, 2023): Magnite Launches ClearLine, Giving Ad Agencies a New, Efficient Route to Premium Video Inventory
606	2023-04-17	KVL00000080	KVL00000080	Highly Confidential	Excel Sheet: Adzerk, Inc. dba Kevel, Profit and Loss - Jan 2018 - Dec 2020
607	2023-04-18	GOOG-AT-MDL-B-009826812	GOOG-AT-MDL-B-009826840	Highly Confidential	Google Slide Deck - AdSpam Real Time Annotation Service (RTAS)
608	2023-04-20	GOOG-AT-MDL-B-009826662	GOOG-AT-MDL-B-009826709	Highly Confidential	Google Slide Deck - ASDR: Aspol-Impute
609	2023-04-20	GOOG-AT-MDL-B-009835903	GOOG-AT-MDL-B-009835919	Highly Confidential	Google Document - Madiant Off-Google Journey and Challenges
610	2023-04-24	N/A	N/A	Public	Medium: SR-IOV (Single Root IO Virtualization) technology support in IBM PowerVM, AWS, GCP, and Azure https://medium.com/@desavalidilip/sr-iov-single-root-io-virtualization-technology-support-in-ibm-powervm-aws-gcp-and-azure-cf4d933fc658
611	2023-04-28	N/A	N/A	Public	Financial Times: Business school instant case: EY's failed break-up plan https://www.ft.com/content/ebf0d83e-9f86-452a-9945-457b2470a302
612	2023-05-00	N/A	N/A	Public	eMarketer Insider Intelligence: US Ad Spending 2023: Amid Deceleration, CTV and Retail Media Are Silver Linings https://www.emarketer.com/uploads/pdf/US_Ad_Spending_2023.pdf
613	2023-05-04	N/A	N/A	Public	AdExchanger: Cadent To Acquire EMX's SSP Tech In Bankruptcy Auction https://www.adexchanger.com/digital-tv/cadent-to-acquire-emxs-ssp-tech-in-bankruptcy-auction/
614	2023-05-10	N/A	N/A	Public	Dell Technologies Inc. Form Schedule 14A (May 10, 2023)
615	2023-05-11	GOOG-AT-MDL-B-007171881	GOOG-AT-MDL-B-007171881	Confidential	Google Spreadsheet - APaS PG 2023 Machine Resource Budget Planning (2023)
616	2023-05-12	GOOG-AT-MDL-014334981	GOOG-AT-MDL-014335224	Confidential	Google Slide Deck - Simon Update
617	2023-05-25	GOOG-AT-MDL-C-000100878	GOOG-AT-MDL-C-000100879	Highly Confidential	Google Document - Bandaid for Play SRE
618	2023-05-29	N/A	N/A	Public	Medium: Why Good Engineers Leave Good Companies https://medium.com/better-programming/why-good-engineers-leave-good-companies-c6f8ae715df9
619	2023-05-31	IX_00000001	IX_00000001	Highly Confidential	Index Exchange - Data Requests
620	2023-05-31	GOOG-AT-MDL-B-009834124	GOOG-AT-MDL-B-009834149	Highly Confidential	Order Form - Google Ad Manager 360 Service - Spotify (May 31, 2023)
621	2023-06-08	GOOG-AT-MDL-011686728	GOOG-AT-MDL-011686734	Highly Confidential	Google Document - (Reflecting Enhanced Dynamic Allocation Launch and Improvements)
622	2023-06-12	N/A	N/A	Public	Nexxen: Tremor International Group Rebrands as Nexxen https://investors.tremorinternational.com/news-releases/news-release-details/tremor-international-group-rebrands-nexxen-0
623	2023-06-15	N/A	N/A	Public	Squarespace: Squarespace Enters Definitive Agreement to Acquire Google Domains Assets https://newsroom.squarespace.com/blog/googledomains
624	2023-06-20	N/A	N/A	Public	Business Wire: Quotient to Combine with Neptune Retail Solutions https://www.businesswire.com/news/home/20230620960536/en/Quotient-to-Combine-with-Neptune-Retail-Solutions
625	2023-06-22	GOOG-AT-MDL-009969683	GOOG-AT-MDL-009969703	Confidential	Google Internal Doc - Skyray Debugging Playbook
626	2023-06-22	GOOG-AT-MDL-C-000100768	GOOG-AT-MDL-C-000100769	Highly Confidential	Google Document - Pubsub2 - What is G oops

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627	2023-06-22	GOOG-AT-MDL-012699120	GOOG-AT-MDL-012699131	Highly Confidential	Google Document - Ragnarok tl;dr
628	2023-06-22	GOOG-AT-MDL-009969671	GOOG-AT-MDL-009969682	Confidential	Google Document - Skyray Migration
629	2023-06-26	N/A	N/A	Public	TechRepublic: 4 Things Google Domains Customers Need to Know About the Sale to Squarespace https://www.techrepublic.com/article/google-domains-squarespace-acquisition/
630	2023-06-28	N/A	N/A	Public	DataCentre: Top 10 Data Centre Hyperscalers https://datacentremagazine.com/articles/top-10-data-centre-hyperscalers
631	2023-06-29	DOJ-ADS-0000068949	DOJ-ADS-0000068952	Public	Google Ad Manager Help: Delivery basics: Ad selection white paper
632	2023-06-29	DOJ-ADS-0000069171	DOJ-ADS-0000069179	Public	Display & Video 360 Help: Programmatic Guaranteed deals
633	2023-07-10	N/A	N/A	Public	AdWeek: Ad-Tech Jobs Openings Crater in 2023 https://web.archive.org/web/20230712042643/https://www.adweek.com/media/ad-tech-job-openings-crater-in-2023
634	2023-07-12	N/A	N/A	Public	Google Cloud Blog: Celia Antonio and Pritesh Jani, Save time, money and modernize your legacy database estate.... but first assess, July 12, 2023 https://cloud.google.com/blog/products/databases/introducing-open-source-database-migration-assessment-tool .
635	2023-07-12	GOOG-AT-MDL-008930649	GOOG-AT-MDL-008930705	Confidential	Alphabet/ Google Document - Ads - Publisher Payments (PP) - AdSense Online (ADSO)
636	2023-07-25	N/A	N/A	Public	Alphabet, Inc. Press Release: Alphabet Announces Second Quarter 2023 Results https://abc.xyz/assets/20/ef/844a05b84b6f9dbf2c3592e7d9c7/2023q2-alphabet-earnings-release.pdf
637	2023-07-25	N/A	N/A	Public	The Trade Desk: Three ways to empower koa, your AI copilot
638	2023-08-02	GOOG-AT-MDL-C-000018439	GOOG-AT-MDL-C-000018439	Highly Confidential	Google Document - Servomatic
639	2023-08-03	GOOG-AT-MDL-B-009836226	GOOG-AT-MDL-B-009836227	Highly Confidential	Google Document - Google Front End
640	2023-08-04	GOOG-AT-MDL-008842393	GOOG-AT-MDL-008842406	Public	Declaration of Nitish Korula
641	2023-08-09	N/A	N/A	Public	Alyssa Boyle, Cadent Switches Private Equity Owners, Sets Sights on Omnichannel, AdExchanger, August 9, 2023 https://www.adexchanger.com/digital-tv/cadent-switches-private-equity-owners-sets-sights-on-omnichannel/
642	2023-08-30	N/A	N/A	Public	YouTube: Google Cloud Next '23-Developer Keynote https://www.youtube.com/watch?v=268jdNwH6AM&t=3154s
643	2023-08-31	GOOG-AT-MDL-B-009830312	GOOG-AT-MDL-B-009830343	Highly Confidential	Google Document - Ads Frontend SRE: F1 resource analysis for Agave F1
644	2023-08-31	N/A	N/A	Public	Splunk Blog Post: Log Data 101: What It Is & Why It Matters https://www.splunk.com/en_us/blog/learn/log-data.html
645	2023-09-06	N/A	N/A	Public	TRG Datacenters: Dropbox Left the Cloud in 2015 and Never Went Back https://www.trgdatacenters.com/resource/dropbox-left-the-cloud-in-2015-and-never-went-back/
646	2023-09-26	N/A	N/A	Public	Criteo, What You Need to Know About First-Price Auctions and Criteo, Criteo Updates (Sep. 26, 2023)
647	2023-09-26	N/A	N/A	Public	Federal Trade Commission: FTC Sues Amazon for Illegally Maintaining Monopoly Power https://www.ftc.gov/news-events/news/press-releases/2023/09/ftc-sues-amazon-illegally-maintaining-monopoly-power
648	2023-09-26	N/A	N/A	Public	NordVPN: TCP vs UDP: A comparison of the protocols and their differences https://nordvpn.com/blog/tcp-or-udp-which-is-better/
649	2023-09-29	GOOG-AT-MDL-B-009830123	GOOG-AT-MDL-B-009830134	Highly Confidential	Google Document: DRX Billing - DRX monetizer invoice line API migration
650	2023-10-04	N/A	N/A	Public	Campaign Live: Amazon to sunset ad server by end of 2024 https://www.campaignlive.com/article/amazon-sunset-ad-server-end-2024/1839666

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651	2023-10-16	N/A	N/A	Public	International Center for Law and Economics: Merger Divestitures: A Valuable Remedy for Competition Concerns https://laweconcenter.org/resources/merger-divestitures-a-valuable-remedy-for-competition-concerns/
652	2023-10-23	GOOG-AT-MDL-B-009837031	GOOG-AT-MDL-B-009837091	Highly Confidential	Google Data Center Networking Slide Deck - What is a YAWN Turnup
653	2023-10-24	N/A	N/A	Public	Forbes: The Evolution Of Retail Media Networks: The First-Party Data Revolution https://www.forbes.com/councils/forbestechcouncil/2023/10/24/the-evolution-of-retail-media-networks-the-first-party-data-revolution/
654	2023-10-25	N/A	N/A	Public	Global Competition Review: Why Identifying a Suitable Divestiture Buyer is Key to Deal-Planning https://globalcompetitionreview.com/guide/the-guide-merger-remedies/fifth-edition/article/why-identifying-suitable-divestiture-buyer-key-deal-planning
655	2023-10-30	N/A	N/A	Public	Omnicom Group: Omnicom Acquires Digital Commerce Powerhouse Flywheel https://www.omnicomgroup.com/newsroom/omnicom-acquires-digital-commerce-powerhouse-flywheel/
656	2023-11-02	N/A	N/A	Public	AdExchanger: Criteo Is Finally Not A Retargeting Company Anymore https://www.adexchanger.com/marketers/criteo-is-finally-not-a-retargeting-company-anymore/
657	2023-11-03	GOOG-AT-MDL-C-000018725	GOOG-AT-MDL-C-000018726	Highly Confidential	Google Document - Welcome to Sawmill ULS
658	2023-11-07	GOOG-AT-MDL-C-000018012	GOOG-AT-MDL-C-000018013	Highly Confidential	Google Document - Conduit
659	2023-12-01	GOOG-AT-MDL-B-009834529	GOOG-AT-MDL-B-009834530	Highly Confidential	Google Document - ARROW
660	2023-12-06	N/A	N/A	Public	eMarketer: Amazon to expand other ad services after announcing exit from ad-serving business https://www.emarketer.com/content/what-amazon-s-closure-of-its-ad-server-business-means-its-future
661	2023-12-12	N/A	N/A	Public	Perion: Perion Acquires Hivestack, a Leading Global Full-Stack Digital Out-Of-Home (DOOH) Platform https://perion.com/press/perion-acquires-hivestack-a-leading-global-full-stack-digital-out-of-home-dooh-platform/
662	2023-12-13	N/A	N/A	Public	Boston Consulting Group: The US Needs More Engineers. What's the Solution? https://www.bcg.com/publications/2023/addressing-the-engineering-talent-shortage
663	2023-12-14	N/A	N/A	Public	CNBC: LinkedIn shelved planned move to Microsoft Azure, opting to keep physical data centers https://www.cnbc.com/2023/12/14/linkedin-shelved-plan-to-migrate-to-microsoft-azure-cloud.html
664	2023-12-14	N/A	N/A	Public	Data Center Dynamics: LinkedIn pauses plans to close data centers and move to Microsoft Azure https://www.datacenterdynamics.com/en/news/linkedin-pauses-plans-to-close-datacenters-and-move-to-microsoft-azure/
665	2023-12-14	N/A	N/A	Public	Tech Monitor: LinkedIn Snubs Parent Company Microsoft's Azure Cloud To Stay On-Prem https://www.techmonitor.ai/hardware/cloud/linkedin-cloud-migration-microsoft-azure
666	2023-12-14	N/A	N/A	Public	The Register: Not even LinkedIn is that keen on Microsoft's cloud: Shift to Azure abandoned https://www.theregister.com/2023/12/14/linkedin_abandons_migration_to_microsoft/

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667	2023-12-14	N/A	N/A	Public	Runtime: Why hasn't LinkedIn moved to Azure? https://www.runtime.news/why-hasnt-linkedin-moved-to-azure/
668	2023-12-20	GOOG-AT-MDL-C-000018442	GOOG-AT-MDL-C-000018443	Highly Confidential	Google Document - Google-wide Profiling
669	2023-12-22	N/A	N/A	Public	Timothy Simcoe Report Figure 16: Event Study But-For Take Rate Estimation Regression Results Based on Introduction of UPR, Worldwide Impressions
670	2024-00-00	N/A	N/A	Public	ACM Digital Library: Gudifu: Guided Differential Fuzzing for HTTP Request Parsing Discrepancies https://dl.acm.org/doi/pdf/10.1145/3678890.3678904
671	2024-00-00	GOOG-AT-MDL-B-009833173	GOOG-AT-MDL-B-009833173	Highly Confidential	Spreadsheet - 2024 P&L Actuals
672	2024-01-02	N/A	N/A	Public	The Verge: Dish Network Rejoins EchoStar As It Tries to Compete in 5G https://www.theverge.com/2024/1/2/24022413/dish-network-echostar-acquisition-5g-boost-mobile-wireless
673	2024-01-03	N/A	N/A	Public	AdExchanger: Bye-Bye Sizmek! Amazon Advances Flashtalking And Smartly As Alternatives In Advance Of The Shutdown https://www.adexchanger.com/commerce/bye-bye-sizmek-amazon-advances-flashtalking-and-smartly-as-alternatives-in-advance-of-the-shutdown/
674	2024-01-17	GOOG-AT-MDL-B-009829195	GOOG-AT-MDL-B-009829197	Highly Confidential	Google Document - AdsFE Products: Google Ad Manager
675	2024-01-23	GOOG-AT-MDL-C-000018421	GOOG-AT-MDL-C-000018431	Highly Confidential	Google Document - Unified Identity Service (UIS), Ads Identity and Infrastructure
676	2024-01-31	N/A	N/A	Public	Alphabet Form 10-K (fiscal year ended December 31, 2023)
677	2024-02-07	GOOG-AT-MDL-B-009829555	GOOG-AT-MDL-B-009829559	Highly Confidential	Google Document - Funding Choices - Experimental Launch
678	2024-02-07	N/A	N/A	Public	Omnicom Group Form 10-K (fiscal year ended December 31, 2023)
679	2024-02-08	N/A	N/A	Public	Everest Group: Broadcom's Acquisition of VMware Sparks Unprecedented Chaos in the Virtualization World https://www.everestgrp.com/cloud-infrastructure/broadcoms-acquisition-of-vmware-sparks-unprecedented-chaos-inthe-virtualization-world-blog.html
680	2024-02-28	N/A	N/A	Public	SquareSpace, Inc. Form 10-K (fiscal year ended December 31, 2023)
681	2024-02-29	N/A	N/A	Public	Digiday: R. Shields Investment is (slowly) trickling back into ad tech https://digiday.com/marketing/investment-is-slowly-trickling-back-into-ad-tech/
682	2024-03-00	IX_00000569	IX_00000579	Highly Confidential	Index Exchange Slide Deck: System Architecture Overview
683	2024-03-05	N/A	N/A	Public	Linkedin: Instagram - \$1B Company Built by 6 Engineers https://www.linkedin.com/pulse/instagram-1b-company-built-6-engineers-vitalii-dodonov-9vnoc/
684	2024-03-15	GOOG-AT-MDL-B-009835337	GOOG-AT-MDL-B-009835340	Highly Confidential	Google Document - F1 DB Service Level Objectives
685	2024-03-20	GOOG-AT-MDL-C-000018438	GOOG-AT-MDL-C-000018438	Highly Confidential	Google Document - What is Placer?
686	2024-04-02	GOOG-AT-MDL-B-009831755	GOOG-AT-MDL-B-009831785	Highly Confidential	Google Slide Deck: What is IMF?
687	2024-04-09	N/A	N/A	Public	AdExchanger: Why Does Ad Tech Still Fail To Spot - And Stop - MFA-Fueled Schemes?
688	2024-04-10	GOOG-AT-MDL-B-009836261	GOOG-AT-MDL-B-009836264	Highly Confidential	Google Document - Global Service Load Balancer (GSLB)
689	2024-04-26	N/A	N/A	Public	Kubernetes: Considerations for large clusters https://kubernetes.io/docs/setup/best-practices/cluster-large/
690	2024-05-00	N/A	N/A	Public	The Trade Desk: The Sellers and Publishers Report
691	2024-05-06	GOOG-AT-MDL-B-009829177	GOOG-AT-MDL-B-009829185	Highly Confidential	Google Document - DRX: Ad Selection Controller
692	2024-05-08	N/A	N/A	Public	AdExchanger: PubMatic Is Betting on Two Ad Tech Acronyms: CTV And SPO https://www.adexchanger.com/tv/pubmatic-is-betting-on-two-ad-tech-acronyms-ctv-and-spo/
693	2024-05-13	GOOG-AT-MDL-B-009836302	GOOG-AT-MDL-B-009836305	Highly Confidential	Google Document - What is Bigtable?

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694	2024-05-16	N/A	N/A	Public	Microsoft Advertising Blog Post: Access a powerful global marketplace with Microsoft Monetize https://about.ads.microsoft.com/en/blog/post/may-2024/access-a-powerful-global-marketplace-with-microsoftmonetize
695	2024-05-21	N/A	N/A	Public	The Current: Jay Friedman, Disney's disruption of digital advertising could usher in a new era of innovation
696	2024-06-00	GOOG-AT-MDL-B-009836980	GOOG-AT-MDL-B-009837030	Highly Confidential	Google Slide Deck: Power Planning and Management Introduction - Aamer June 2024
697	2024-06-00	N/A	N/A	Public	Google Cloud: Google Infrastructure Security Design Overview
698	2024-06-01	N/A	N/A	Public	Nasdaq: Kyndryl's Future at Stake: Navigating Post-Spin-Off Disputes and IBM Contractual Ties https://www.nasdaq.com/articles/kyndryls-future-stake-navigating-post-spin-disputes-and-ibm-contractual-ties
699	2024-06-10	GOOG-AT-MDL-B-009829965	GOOG-AT-MDL-B-009829966	Highly Confidential	Google Document - DRX Agave F1: Tablecache
700	2024-06-12	N/A	N/A	Public	Equativ: Equativ and Sharethrough Merge to Form One of the Largest Global Independent Ad Platforms and Marketplace https://www.equativ.com/press/equativ-and-sharethrough-merge
701	2024-06-17	GOOG-AT-MDL-B-009835349	GOOG-AT-MDL-B-009835352	Highly Confidential	Google Document - F1 DB: Resource Management of Flex-managed F1 Instances
702	2024-06-17	N/A	N/A	Public	Harvard Business Review: How Retailers Became Ad Platforms https://hbr.org/2024/06/how-retailers-became-ad-platforms
703	2024-06-20	N/A	N/A	Public	Verve Press Release: Verve acquires Jun Group to scale premium mobile ads and connected TV for brands and agencies https://verve.com/press/verve-acquires-jun-group/
704	2024-06-21	N/A	N/A	Public	AdTheorent: Cadent, LLC Completes Acquisition of AdTheorent Holding Company, Inc https://investors.adtheorent.com/news-releases/news-release-details/cadent-llc-completes-acquisition-adtheorent-holding-company-inc
705	2024-07-00	N/A	N/A	Public	Google Cloud: Google Security Overview
706	2024-07-01	N/A	N/A	Public	AdExchanger: Inside The Fall Of Oracle's Advertising Business https://www.adexchanger.com/marketers/inside-the-fall-of-oracles-advertising-business/
707	2024-07-08	GOOG-AT-MDL-B-009834156	GOOG-AT-MDL-B-009834197	Highly Confidential	Order Form - Google Ad Manager 360 Service - TMobile USA (July 8, 2024)
708	2024-07-11	N/A	N/A	Public	Marketing Dive: Walmart builds wide lead among US retail media networks, report finds https://www.marketingdive.com/news/retail-media-network-advertising-impressions-walmart-sensor-tow/721111/
709	2024-07-18	N/A	N/A	Public	Nikolov Stoyan and Siddarth Taneja, Accelerating code migrations with AI, Google Research, July 18, 2024 https://research.google/blog/accelerating-code-migrations-with-ai/
710	2024-07-25	N/A	N/A	Public	Moesif: The Cost of Building AI: Understanding AI Cost Analysis https://www.moesif.com/blog/technical/api-development/The-Cost-of-Building-AI-Understanding-AI-Cost-Analysis/
711	2024-07-28	N/A	N/A	Public	vFunction: Static vs. dynamic code analysis: A comprehensive guide to choosing the right tool https://vfunction.com/blog/static-vs-dynamic-code-analysis/
712	2024-07-30	N/A	N/A	Public	Microsoft Corporation Form 10-K (fiscal year ended June 30, 2024)
713	2024-08-01	N/A	N/A	Public	AdExchanger: Outbrain Acquires Teads From Altice For \$1 Billion https://www.adexchanger.com/online-advertising/outbrain-acquires-teads-from-altice-for-1-billion/

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714	2024-08-02	GOOG-AT-MDL-B-009836271	GOOG-AT-MDL-B-009836273	Highly Confidential	Google Document - Sawmill Logs: What is Sawmill?
715	2024-08-02	N/A	N/A	Public	Cloud Architecture Center - Migrate to Google Cloud: Assess and discover your workloads https://cloud.google.com/architecture/migration-to-gcp-assessing-and-discovering-your-workloads#dependencies 2
716	2024-08-05	N/A	N/A	Public	Quality Hive: Key Statistics on Bugs in Websites in 2024 https://qualityhive.com/blog/website-bug-statistics-2024
717	2024-08-07	N/A	N/A	Public	Kyndryl Holdings, Inc. Form 10-Q (for quarter ended June 30, 2024)
718	2024-08-08	N/A	N/A	Public	Trade Desk FQ2 2024 Earnings Call Transcript
719	2024-08-09	N/A	N/A	Public	Youtube: Google Cloud - Gmail's Spanner Revolution – How Planet-Scale Infra Transformed Silently https://www.youtube.com/watch?v=ih97gwNmkRA
720	2024-08-13	N/A	N/A	Public	NielsenIQ: Why is retail media growing? https://nielseniq.com/global/en/insights/commentary/2024/why-is-retail-media-growing/
721	2024-08-14	N/A	N/A	Public	Kevel Blog Post: Top OpenX Ad Server Competitors & Alternatives https://www.kevel.com/blog/openx-ad-server-alternatives
722	2024-08-20	GOOG-AT-MDL-B-009829393	GOOG-AT-MDL-B-009829395	Highly Confidential	Google Document - DRX Build and Extraction: DRX Build Overview
723	2024-08-26	N/A	N/A	Public	Tech Observer: Is VMware doomed to follow CA and Symantec's fate under Broadcom? https://techobserver.in/news/enterprise-it/is-vmware-doomed-to-follow-ca-and-symantecs-fate-under-broadcom-287248/
724	2024-08-29	N/A	N/A	Public	Medium: Fluentd and OpenSearch in EKS: Troubleshooting and Performance Tuning https://medium.com/@yoavklein25/fluentd-with-opensearch-866645120b03
725	2024-09-06	N/A	N/A	Public	Spectra Global: Choosing the best SSP and ad server for streaming, OTT and CTV https://www.spectraglobal.tech/blog/choosing-the-best-ssp-and-ad-server-for-streaming-ott-and-ctv
726	2024-09-09	N/A	N/A	Public	AdWeek: Publishers Are Likely to Pay More for Ad Costs if Google Spins Off Its Adtech https://www.adweek.com/programmatic/publishers-are-likely-to-pay-more-for-ad-costs-if-google-spins-off-its-adtech-but-thats-ok/
727	2024-09-12	N/A	N/A	Public	Business Insider: Lara O'Reilly, The CEO of \$50 billion adtech giant The Trade Desk is calling for Google to be broken up https://www.businessinsider.com/the-trade-desk-ceo-jeff-green-google-breakup-antitrust-trial-2024-9
728	2024-09-18	N/A	N/A	Public	Publift: What is Invalid Traffic https://www.publift.com/blog/invalid-traffic
729	2024-09-19	N/A	N/A	Public	AdWeek: Publicis Groupe to Acquire Retail Media Agency Mars United Commerce https://www.adweek.com/commerce/publicis-groupe-acquire-mars-united-commerce/
730	2024-09-19	N/A	N/A	Public	Publicis Groupe Press Release: Publicis Groupe Acquires Mars United Commerce, Creating the Industry-Leading Connected Commerce Solution https://www.publicisgroupe.com/en/news/press-releases/publicis-groupe-acquires-mars-united-commerce-creating-the-industry-leading-connected-commerce-solution
731	2024-09-23	DCN-00002808	DCN-00002830	Public	Arete Research Slide Deck - Alphabet: Cracking the Antitrust Nut

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732	2024-09-27	N/A	N/A	Public	CNBC: EchoStar Nears Deal to Sell Dish to DirecTV With \$2 Billion Debt Payment Looming https://www.cnbc.com/2024/09/27/echostar-nears-deal-to-sell-dish-to-directv-with-debt-payment-loomming.html
733	2024-09-30	N/A	N/A	Public	Digiday: The rise, stall, and fall of Oracle's advertising business https://digiday.com/marketing/the-rise-stall-and-fall-of-oracles-advertising-business/
734	2024-10-00	GOOG-AT-MDL-B-009831575	GOOG-AT-MDL-B-009831584	Highly Confidential	Google Slide Deck - State of IMF APIs, Q4 2024
735	2025-07-01	N/A	N/A	Public	Layser LinkedIn Post
736	2024-10-05	GOOG-AT-MDL-B-009830645	GOOG-AT-MDL-B-009830691	Highly Confidential	Google Slide Deck - IMF Logs Processing Workflow and Projects
737	2024-10-08	N/A	N/A	Public	Kevel: Kevel Partners with the World's Largest Home Improvement Retailer to In-House Its Retial Media Technology For Orange Apron Media
738	2024-10-10	GOOG-AT-MDL-B-009836228	GOOG-AT-MDL-B-009836229	Highly Confidential	Google Document - Spanner: What is Spanner?
739	2024-10-14	N/A	N/A	Public	InfoWorld: How do we fund open source? https://www.infoworld.com/article/3557846/how-do-we-fund-open-source.html
740	2024-10-14	N/A	N/A	Public	YouTube: Ten Years of gRPC Jung-Yu (Gina) Yeh & Richard Belleville, Google https://youtu.be/5dMK5OW6WSw
741	2024-10-14	N/A	N/A	Public	Ad Exchanger: What was it like testifying in the Google Ad Tech Antitrust Trial?
742	2024-10-16	N/A	N/A	Public	Strategus: OTT vs. CTV Advertising: What's the Difference & Examples https://www.strategus.com/blog/connected-tv-vs-ott-advertising-difference
743	2024-10-21	GOOG-AT-MDL-B-009829858	GOOG-AT-MDL-B-009829859	Highly Confidential	Google Document: DRX Serving - Real Time Bidding (RTB) - RTB Trading Locations and Spillover
744	2024-10-28	GOOG-AT-MDL-B-009836274	GOOG-AT-MDL-B-009836300	Highly Confidential	Google Document - Borg Basics
745	2024-11-00	N/A	N/A	Public	Layser LinkedIn Post
746	2024-11-05	GOOG-AT-MDL-B-009836230	GOOG-AT-MDL-B-009836256	Highly Confidential	Google Document - Colossus User Guide
747	2024-11-07	N/A	N/A	Public	LinkedIn: Navigating the scale: how design patterns power LinkedIn's infrastructure https://www.linkedin.com/blog/engineering/infrastructure/how-design-patterns-power-linkedin-infrastructure
748	2024-11-07	N/A	N/A	Public	The Trade Desk FQ3 2024 Earnings Call Transcript
749	2024-11-13	N/A	N/A	Public	Fortune: We Analyzed 40,000 M&A deals over 40 years. Here's why 70-75% fail https://fortune.com/2024/11/13/we-analyzed-40000-mergers-acquisitions-ma-deals-over-40-years-why-70-75-percent-fail-leadership-finance/
750	2024-11-13	N/A	N/A	Public	Inverness Graham: Inverness Graham Announces Acquisition of Alliant (November 13, 2024) https://www.invernessgraham.com/news/inverness-graham-announces-acquisition-of-alliant/
751	2024-11-14	N/A	N/A	Public	Squarespace: Squarespace Completes Google Domains Migration, Now One of the Leading Registrars in the World https://newsroom.squarespace.com/blog/squarespace-domains-updates
752	2024-11-18	GOOG-AT-MDL-B-009836265	GOOG-AT-MDL-B-009836266	Highly Confidential	Google Document - Introduction to Kansas
753	2024-11-20	N/A	N/A	Public	Cloud Architecture Center: Building blocks of reliability in Google Cloud https://cloud.google.com/architecture/infra-reliability-guide/building-blocks
754	2024-11-20	N/A	N/A	Public	Pure Storage: Nomad vs. Kubernetes: Which Orchestration Tool Is Right for Your Enterprise? https://blog.purestorage.com/purely-educational/nomad-vs-kubernetes-which-orchestration-tool-is-right-for-your-enterprise/

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755	2024-11-22	N/A	N/A	Public	Reuters: Gnaneshwar, R., DirecTV Terminates Dish Deal Over Failed Debt Swap, Nov. 22, 2024 https://www.reuters.com/business/media-telecom/directv-terminate-dish-deal-over-debt-swap-exchange-axios-reports-2024-11-22/
756	2024-12-04	GOOG-AT-MDL-B-009836257	GOOG-AT-MDL-B-009836260	Highly Confidential	Google Document - What is Flume?
757	2024-12-05	N/A	N/A	Public	The National CIO Review: Hill, E., 2024 Tech Layoffs Tracker: Cutting Costs, Cutting Jobs (Dec. 5, 2024) https://nationalcioreview.com/articles-insights/business/2024-tech-layoffs-tracker-cutting-costs-cutting-jobs/
758	2024-12-12	N/A	N/A	Public	IQT: Waite, R., Bekele, E., & Sivananthan, A., Why AI Needs a New Digital Infrastructure, Dec. 12, 2024 https://www.iqt.org/library/why-ai-infrastructure-needs-a-new-digital-infrastructure
759	2024-12-12	GOOG-AT-MDL-B-009836267	GOOG-AT-MDL-B-009836267	Highly Confidential	Google Document - Mendel
760	2024-12-26	N/A	N/A	Public	Publift: Best Ad Servers for Publishers in 2025 https://www.publift.com/blog/best-ad-servers-for-publishers
761	2025-00-00	N/A	N/A	Public	Akamai: Why Choose Akamai? https://www.akamai.com/why-akamai
762	2025-00-00	N/A	N/A	Public	Gabriel Gambetta: Fast-Paced Multiplayer (Part II): Client-Side Prediction and Server Reconciliation https://www.gabrielgambetta.com/client-side-prediction-server-reconciliation.html
763	2025-00-00	N/A	N/A	Public	Sycamore Partners: Home Page https://www.sycamorepartners.com/
764	2025-01-08	N/A	N/A	Public	PubMatic Press Release: PubMatic's Activate Achieves Significant Industry Adoption: 100% of "Big Six" Advertising Agencies Now Leverage the Platform for Efficiency and Growth
765	2025-01-08	N/A	N/A	Public	Nasdaq: PubMatic Reports Rapid Growth and Market Adoption of Media Activation Platform, Activate https://www.nasdaq.com/articles/pubmatic-reports-rapid-growth-and-market-adoption-media-activation-platform-activate
766	2025-01-09	N/A	N/A	Public	Amazon Ads: Kirkland, J., New year, new innovation. Amazon leaders share their 2025 vision for advertisers, Jan. 9, 2025 https://advertising.amazon.com/library/expert-advice/agency-advice-2025
767	2025-01-09	N/A	N/A	Public	CTV News: Chain that boasts world's largest deliverable pizza set to open Vancouver location https://www.ctvnews.ca/vancouver/article/chain-that-boasts-worlds-largest-deliverable-pizza-set-to-open-vancouver-location/
768	2025-01-10	N/A	N/A	Public	Marketing Dive: Adams, P., Amazon offers ad tech to retailers in retail media land grab (Jan. 10, 2025) https://www.marketingdive.com/news/amazon-launches-retail-ad-service-ecommerce-CES-2025/737028/
769	2025-01-13	GOOG-AT-MDL-B-009834375	GOOG-AT-MDL-B-009834381	Highly Confidential	Google Document - Ads Privacy - Stargate - Introduction
770	2025-01-13	N/A	N/A	Public	T-Mobile Press Release: T-Mobile to Acquire Vistar Media, Fueling Better Ad Experiences for Consumers and More Effective Products for Advertisers, January 13, 2025 https://www.t-mobile.com/news/business/t-mobile-to-acquire-vistarmedia-dooh-advertising

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771	2025-01-17	N/A	N/A	Public	Kantar Group Press Release: Kantar Group Announces the Proposed Sale of Kantar Media, January 17, 2025, https://www.kantar.com/investor-relations/financial-announcement/kantar-group-announces-the-proposed-sale-of-kantar-media
772	2025-01-20	N/A	N/A	Public	IBM Corporation: When to use dynamic linking and static linking https://www.ibm.com/docs/en/aix/7.2.0?topic=techniques-when-use-dynamic-linking-static-linking
773	2025-01-21	N/A	N/A	Public	Marketing Dive: Kantar Media sold for \$1B amid measurement landscape upheaval https://www.marketingdive.com/news/kantar-media-acquired-marketing-measurement-analytics/737829/
774	2025-01-21	N/A	N/A	Public	U.S. Securities and Exchange Commission: Standard Industrial Classification (SIC) Code List https://www.sec.gov/search-filings/standard-industrial-classification-sic-code-list
775	2025-01-24	N/A	N/A	Public	Google for Developers: Google Issue Tracker - Access Control https://developers.google.com/issue-tracker/concepts/access-control
776	2025-01-27	N/A	N/A	Public	Axios: The Trade Desk CEO - Google should Exit open web
777	2025-01-28	GOOG-AT-MDL-B-009829550	GOOG-AT-MDL-B-009829550	Highly Confidential	Google Document - Dynamo Extraction as a Service (DaaS)
778	2025-01-31	N/A	N/A	Public	The Trade Desk: The Trade Desk announces agreement to aquire Sincera
779	2025-02-00	N/A	N/A	Public	LinkedIn - Pubmatic Post: Our Co-Founder and CEO, Rajeev Goel, is a featured gues on the World of DaaS podcast today!
780	2025-02-04	N/A	N/A	Public	YouTube: PubMatC \$PUBM CEO Rajeev Goel - Hidden Infrastructure of Digital Advertising (with certified transcript)
781	2025-02-05	GOOG-AT-MDL-B-009834598	GOOG-AT-MDL-B-009834599	Highly Confidential	Google Document - Display Ads Experiments
782	2025-02-05	N/A	N/A	Public	Omnicom Group Form 10-K (fiscal year ended December 31, 2024)
783	2025-02-07	GOOG-AT-MDL-B-009836306	GOOG-AT-MDL-B-009836314	Highly Confidential	Google Document - EngEDU - Location Concepts: From a Universe to a Cell
784	2025-02-07	N/A	N/A	Public	Ad Metrics: Artificial Intelligence Advertising - How AI is Transforming Digital Marketing in 2025 https://www.admetrics.io/en/post/artificial-intelligence-advertising
785	2025-02-08	N/A	N/A	Public	Vdubov: Cutting Cloud Costs: Migrating from Fluentd to Vector.dev for Log Collection in Kubernetes https://vdubov.dev/posts/fluentd-to-vector/
786	2025-02-10	N/A	N/A	Public	Asana: Martins, J., Asynchronous communication isn't what you think it is https://asana.com/resources/synchronous-vs-asynchronous-communication
787	2025-02-11	N/A	N/A	Public	Kevel: Kevel Announces Acquisition of Nexta to Strengthen its Retail Media Solution and Drive Revenue Growth for Retail Brands
788	2025-02-12	N/A	N/A	Public	The Trade Desk Q4 2024 Earnings Call Transcript
789	2025-02-21	N/A	N/A	Public	AdPushup: Top 10 Ad Servers Publishers Can't Ignore in 2025 https://www.adpushup.com/blog/best-ad-servers-for-publishers/
790	2025-02-21	N/A	N/A	Public	The Trade Desk Form 10-K (fiscal year ended December 31, 2024)
791	2025-02-24	N/A	N/A	Public	Akamai Technologies, Inc. Form 10-K (fiscal year ended December 31, 2024)
792	2025-02-24	GOOG-AT-MDL-B-009829696	GOOG-AT-MDL-B-009829700	Highly Confidential	Google Document - DRX: Life of a snippet
793	2025-02-25	N/A	N/A	Public	Backlinko: WhatsApp User Statistics: How Many People Use WhatsApp https://backlinko.com/whatsapp-users
794	2025-02-26	N/A	N/A	Public	Magnite, Inc. Form 10-K (fiscal year ended December 31, 2024)
795	2025-02-26	N/A	N/A	Public	Walturn: Trotolo, F., Hayat, H., & Hayat, D., The Cost of Implementing AI in a Business: A Comprehensive Analysis, Feb. 26, 2025 https://www.walturn.com/insights/the-cost-of-implementing-ai-in-a-business-a-comprehensive-analysis
796	2025-02-27	N/A	N/A	Public	PubMatic, Inc. Form 10-K (fiscal year ended December 31, 2024)

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797	2025-02-28	N/A	N/A	Public	Google Cloud: Operations Service Level Agreement (SLA) https://cloud.google.com/legal/archive/operations/sla-20200824
798	2025-03-00	N/A	N/A	Public	Interactive Advertising Bureau: State of Data 2025: The Now, The Near, and The Evolution of AI for Media Campaigns https://www.iab.com/wp-content/uploads/2025/03/IAB_State_of_Data_2025_March_V2.pdf
799	2025-03-00	N/A	N/A	Public	Criteo: Google Ad Manager (GAM) - Criteo Onsite Display https://developers.criteo.com/retailer-integration/docs/gam-overview
800	2025-03-04	GOOG-AT-MDL-B-009828980	GOOG-AT-MDL-B-009828984	Highly Confidential	Google Document - BOW: Bow Logs
801	2025-03-06	N/A	N/A	Public	Forbes Business Development Council: Paliwal, G., How AI Is Transforming AdTech, Mar. 6, 2025 https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2025/03/06/how-ai-is-transforming-adtech/
802	2025-03-10	N/A	N/A	Public	CSP Daily News: Lindenberg, G., Seven & i Suggests Couche-Tard Divest All of Its U.S. Convenience Stores, Mar. 10, 2025 https://www.cspdailynews.com/mergers-acquisitions/seven-i-suggests-couche-tard-divest-all-its-us-convenience-stores
803	2025-03-10	N/A	N/A	Public	Retail Insight Network: "ACT and 7&i to explore store viability and buyer potential" (Mar. 10, 2025) https://www.retail-insight-network.com/news/seven-ind-i-act-store-viability-buyer-potential/?cf-view&cf-closed
804	2025-03-12	GOOG-AT-MDL-B-009829108	GOOG-AT-MDL-B-009829116	Highly Confidential	Google Document - Supermixer: Supermixer Code Structure
805	2025-03-19	N/A	N/A	Public	TVREV: Laying The Tracks For TV's Future - Bill Wise On The Rise Of Mediacean + Innovid https://www.tvrev.com/news/laying-the-tracks-for-tvs-future-bill-wise-on-the-rise-of-mediacean-innovid
806	2025-03-24	GOOG-AT-MDL-B-009826744	GOOG-AT-MDL-B-009826754	Highly Confidential	Google Document - AdSpam's Infrastructure: An Overview
807	2025-03-25	GOOG-AT-MDL-B-009829290	GOOG-AT-MDL-B-009829292	Highly Confidential	Google Document - DRX: Budget and Pacing Extractor Architecture
808	2025-04-01	N/A	N/A	Public	Reuters: Summerville, A., & Bridge, A., Couche-Tard, 7-Eleven face early hurdle on store divestiture plan, Apr. 1, 2025 https://www.reuters.com/business/retail-consumer/couche-tard-7-eleven-face-early-hurdle-store-divestiture-plan-2025-04-01/
809	2025-04-03	N/A	N/A	Public	Medium: Why SQL Has So Many Dialects — And How to Deal With Them https://medium.com/@remisharoon/why-sql-has-so-many-dialects-and-how-to-deal-with-them-dc9e8698b2e4
810	2025-04-09	GOOG-AT-MDL-B-009829133	GOOG-AT-MDL-B-009829140	Highly Confidential	Google Document - Supermixer: AViD Serving Architecture 101 (Backend)
811	2025-04-10	N/A	N/A	Public	C-Store Dive: Loder, J., Seven & i, Couche-Tard make 'no meaningful progress' on antitrust concerns, Apr. 10, 2025 https://www.cstoredive.com/news/seven-and-i-alimentation-couche-tard-no-progress-antitrust/744908/
812	2025-04-11	N/A	N/A	Public	AdExchanger: Brought to Account (Finally); Yahoo Considers An Ad Tech Exit, Apr. 11, 2025 https://www.adexchanger.com/daily-news-roundup/friday-20251104/
813	2025-04-14	GOOG-AT-MDL-B-009829540	GOOG-AT-MDL-B-009829549	Highly Confidential	Google Document - Display Monetizer: Display Monetizer Architecture
814	2025-04-15	N/A	N/A	Public	Coherent Solutions: How Much Does It Cost to Develop an AI Solution? Pricing and ROI Explained (Apr. 15, 2025) https://www.coherentsolutions.com/insights/ai-development-cost-estimation-pricing-structure-roi
815	2025-04-15	N/A	N/A	Public	FTC Press Release: Facebook, Inc., FTC v. (FTC v. Meta Platforms, Inc. https://www.ftc.gov/legal-library/browse/cases-proceedings/191-0134-facebook-inc-ftc-v-ftc-v-meta-platforms-inc

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816	2025-04-17	N/A	N/A	Public	The Drum: G. Young, A turning point for adtech (Apr. 17, 2025) https://www.thedrum.com/news/2025/04/17/turning-point-adtech-index-exchange-ceo-why-google-ruling-changes-everything
817	2025-04-22	N/A	N/A	Public	MonetizeMore: A. Jacob, Top 10 Ad Exchanges for Publishers to Connect with MonetizeMore, Apr. 22, 2025 https://www.monetizemore.com/blog/top-ad-exchanges/
818	2025-04-23	N/A	N/A	Public	AdExchanger: McNally, V., Magnite Is Merging Its SpringServe Ad Server With Its SSP, Apr. 23, 2025 https://www.adexchanger.com/tv/magnite-is-merging-its-springserve-ad-server-with-its-ssp/
819	2025-04-23	N/A	N/A	Public	Magnite Press Release: Magnite Unveils Next Generation of SpringServe, Combining Its Streaming Ad Server and SPP, Apr. 23, 2025 https://www.magnite.com/press/next-generation-of-springserve/
820	2025-04-25	N/A	N/A	Public	Digiday: Digiday+ Research: Publishers were ready to depend more on first-party data. So, now what? https://digiday.com/media/digiday-research-publishers-were-ready-to-depend-more-on-first-party-data-so-now-what/
821	2025-04-28	N/A	N/A	Public	FreeWheel: For Media Buyers - Advertiser Suite https://www.freewheel.com/advertisersuite
822	2025-04-28	N/A	N/A	Public	FreeWheel: For Media Sellers - Publisher Suite https://www.freewheel.com/publishersuite
823	2025-04-28	GOOG-AT-MDL-B-009828860	GOOG-AT-MDL-B-009828866	Highly Confidential	Google Document - C++ Dev Guide: C++ Tools
824	2025-04-28	N/A	N/A	Public	McKinsey & Company: The cost of compute: A \$7 trillion race to scale data centers (Apr. 28, 2025) https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-cost-of-compute-a-7-trillion-dollar-race-to-scale-data-centers/
825	2025-04-28	DCN-00004762	DCN-00004765	Confidential	Email (April 28,2025) From: T. Harrison To: J. Kint CC: L. Kerr Subject: RE: Reminder - Google Adtech remedies meeting
826	2025-04-28	DCN-00004667	DCN-00004669	Confidential	Email (April 28,2025) From: J. Kint To: R. Keating Subject: RE: Reminder - Google Adtech remedies meeting
827	2025-04-29	GOOG-AT-MDL-B-009829043	GOOG-AT-MDL-B-009829045	Highly Confidential	Google Document - IMF: IMF Onboarding
828	2025-04-29	DCN-00004357	DCN-00004361	Confidential	Email (Apr. 29, 2025) From: C. Pedigo To: J. Kint Subject: 2025 Meeting - Remedies
829	2025-04-29	DCN-00004737	DCN-00004739	Confidential	Email (April 29, 2025) From: S. Ellis To: J. Kint Subject: RE: Reminder - Google Adtech remedies meeting
830	2025-05-00	N/A	N/A	Public	Patrick McCann LinkedIn post
831	2025-05-02	N/A	N/A	Public	AdExchanger: J. Hercher, Programmatic Leaders Who Testified in the DOJ's Google Suit Are Vindicated, and Still Not Done https://www.adexchanger.com/online-advertising/programmatic-leaders-who-testified-in-the-doj-s-google-suit-are-vindicated-and-still-not-done/

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832	2025-05-05	N/A	N/A	Public	AdWeek: Google Debuts New AI Tools and a Retail Media Solution in DV360 https://www.adweek.com/media/google-new-ai-tools-retail-media-solution-dv360/
833	2025-05-05	N/A	N/A	Public	Google Marketing Platform : Google NewFront - Rethink CTV beyond streaming with Display & Video 360
834	2025-05-07	GOOG-AT-MDL-B-009829276	GOOG-AT-MDL-B-009829285	Highly Confidential	Google Document - DRX Budget and Pacing (Budget Server): Budget Server Pipeline
835	2025-05-08	N/A	N/A	Public	The Trade Desk Q1 2025 Earnings Call transcript
836	2025-05-09	N/A	N/A	Public	Morningstar: EchoStar Earnings: Without Major Partners, Progress Remains Slow https://www.morningstar.com/company-reports/1283447-echostar-earnings-without-major-partners-progress-remains-slow
837	2025-05-09	N/A	N/A	Public	Morningstar: Modest Customer Gains Aren't Enough to Drive Value for EchoStar Shareholders https://www.morningstar.com/company-reports/1283438-modest-customer-gains-arent-enough-to-drive-value-for-echostar-shareholders?listing=0P0000A4G9
838	2025-05-12	N/A	N/A	Public	Squarespace: About the Google Domain Migration to Squarespace https://support.squarespace.com/hc/en-us/articles/17131164996365-About-the-Google-Domains-migration-to-Squarespace
839	2025-05-13 0000	N/A	N/A	Public	Ars Technica: J. Brodkin, FCC Threatens EchoStar License for Spectrum That SpaceX Wants to Use (May 13, 2025) https://arstechnica.com/tech-policy/2025/05/fcc-threatens-echostar-licenses-for-spectrum-that-spacex-wants-to-use/#:~:text=Federal%20Communications%20Commission%20Chairman%20Brandan%20Carr%20has%20threatened,which%20alleges%20that%20EchoStar%20is%20underutilizing%20the%20spectrum.
840	2025-05-13	GOOG-AT-MDL-B-009829658	GOOG-AT-MDL-B-009829660	Highly Confidential	Google Document - IMF: IMF's System Diagram
841	2025-05-13	GOOG-AT-MDL-B-009835920	GOOG-AT-MDL-B-009835945	Highly Confidential	Google Document - Waze SDLC Stack: G3 vs GHES
842	2025-05-14	N/A	N/A	Public	Microsoft Advertising Blog Post: Empowering businesses for a future that is conversational, personal, and agentic, May 14, 2025 https://about.ads.microsoft.com/en/blog/post/may-2025/empowering-businesses-for-a-future-that-is-conversational-personal-and-agentic
843	2025-05-19	GOOG-AT-MDL-B-009829013	GOOG-AT-MDL-B-009829025	Highly Confidential	Google Document - Evenflow: Evenflow System Overview
844	2025-05-19	N/A	N/A	Public	MediaRadar article "Episode 1, Revenge of the Publishers: The Great Replatforming with Stephanie Layser"
845	2025-05-20	N/A	N/A	Public	Kevel: Kevel Partners with leading American discount retailer to power its retail media network technology
846	2025-05-22	N/A	N/A	Public	Google for Developers: Ad Manager SOAP API - Release Notes https://developers.google.com/ad-manager/api/rel_notes?hl=en
847	2025-05-26	GOOG-AT-MDL-B-009836846	GOOG-AT-MDL-B-009836846	Highly Confidential	Google Document - Queries Per Second (QPS) (Bid Connector) May 19-May 26
848	2025-05-26	GOOG-AT-MDL-B-009836851	GOOG-AT-MDL-B-009836851	Highly Confidential	Google Document - Queries Per Second (QPS) (Ad Exchange) May 19-May 26
849	2025-05-27	GOOG-AT-MDL-B-009826282	GOOG-AT-MDL-B-009826282	Highly Confidential	Google Spreadsheet - Managerial Chain Pull
850	2025-05-28	GOOG-AT-MDL-B-009833247	GOOG-AT-MDL-B-009833277	Highly Confidential	Google Slide Deck - GDA Creative Solutions [SEAR]
851	2025-05-28	N/A	N/A	Public	Thoma Bravo: A phenomenal time for investments https://www.thomabravo.com/news-awards/a-phenomenal-time-for-investments
852	2025-05-29	GOOG-AT-MDL-B-009835427	GOOG-AT-MDL-B-009835428	Highly Confidential	Google Document - logreader: Logs Processing

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853	2025-05-29	N/A	N/A	Public	Tech.co: J. Turner, Tech Companies That Have Made Layoffs from 2022 to 2025 (Updated List) (May 29, 2025) https://tech.co/news/tech-companies-layoffs
854	2025-06-00	N/A	N/A	Public	PubMatic Q2 2025 Earnings Call: Prepared Remarks
855	2025-06-05	N/A	N/A	Public	Bloomberg: Thoma Bravo Founder Says Private Equity Has Lost Its Way https://www.bloomberg.com/news/articles/2025-06-05/thoma-bravo-founder-says-private-equity-has-lost-its-way
856	2025-06-05	N/A	N/A	Public	Federal Trade Commission: M. Holyoak, Structural Merger Remedies: Remarks at the USC Gould/Analysis Group Global Competition Law Thought Leadership Conference, June 5, 2025 https://www.ftc.gov/system/files/ftc_gov/pdf/holyoak-keynote-usc-gould-leadership-conference.pdf
857	2025-06-05	N/A	N/A	Public	Gov.UK: viagogo / StubHub merger inquiry https://www.gov.uk/cma-cases/viagogo-stubhub-merger-inquiry#case-closure-summary
858	2025-06-05	N/A	N/A	Highly Confidential	Plaintiff United States of America's Responses and Objections to Defendant Google LLC's First Set of Interrogatories to the United States (Remedies Phase)
859	2025-06-06	N/A	N/A	Public	Reuters: EchoStar Prepares Potential Bankruptcy Filing Amid FCC Review, WSJ Reports (June 6, 2025) https://www.reuters.com/business/media-telecom/echostar-prepares-potential-bankruptcy-filing-amid-fcc-review-wsj-reports-2025-06-07/
860	2025-06-08	N/A	N/A	Public	PPC Land: L. Rijo, Google sets \$75 billion AI spending plan amid search monopoly challenges, June 8, 2025 https://ppc.land/google-sets-75-billion-ai-spending-plan-amid-search-monopoly-challenges/
861	2025-06-09	N/A	N/A	Public	Plaintiff United States of America's Responses and Objections to Defendant Google LLC's Second Set of Interrogatories to the United States (Remedies Phase)
862	2025-06-09	GOOG-AT-MDL-B-009834570	GOOG-AT-MDL-B-009834575	Highly Confidential	Google Document - Buganizer comments
863	2025-06-10	N/A	N/A	Public	OutFront Press Release: OUTFRONT Media and Bell Media Announce Closing of the Sale of OUTFRONT Media's Canadian Business (June 10, 2025) https://investor.outfront.com/news/news-details/2024/OUTFRONT-Media-and-Bell-Media-Announce-Closing-of-the-Sale-of-OUTFRONT-Medias-Canadian-Business/default.aspx
864	2025-06-10	N/A	N/A	Public	Red Hat, Inc.: What is CI/CD? https://www.redhat.com/en/topics/devops/what-is-ci-cd
865	2025-06-11	N/A	N/A	Public	Ad Tech Just Got Real (AGAIN) Index Exchange Makes Multi-Million GBP Investment in FirstPartyCapital Fund 2
866	2025-06-12	DCN-00003777	DCN-00003817	Confidential	Digital Context Next Slide Deck - Executive Committee Meeting
867	2025-06-12	GOOG-AT-MDL-B-009833188	GOOG-AT-MDL-B-009833188	Highly Confidential	Google Display P&L - 2025
868	2025-06-16	N/A	N/A	Public	Plaintiff United States of America's Responses and Objections to Defendant Google LLC's Revised Third Set of Interrogatories to the United States (Remedies Phase)
869	2025-06-16	GOOG-AT-MDL-B-009833278	GOOG-AT-MDL-B-009833594	Highly Confidential	Google Slide Deck - AViD Buysdie Generative AI 2024 Update
870	2025-06-17	N/A	N/A	Public	Business Insider: Tallying the True Costs of AI https://www.businessinsider.com/ai-data-center-cost-2025-6

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871	2025-06-18	N/A	N/A	Public	Monetizely: The AI Data Privacy Premium: Secure Processing Pricing Models (June 18, 2025) https://www.getmonetizely.com/articles/the-ai-data-privacy-premium-secure-processing-pricing-models
872	2025-06-19	N/A	N/A	Public	LinkedIn Activity of Jed Dederick
873	2025-06-20	N/A	N/A	Public	Britannica: Standard Oil (June 20, 2025) https://www.britannica.com/money/Standard-Oil
874	2025-06-20	N/A	N/A	Public	Audio Transcription of Podcast "Revenge of the Publishers - Great Replatforming with Stephanie Layser".
875	2025-06-21	N/A	N/A	Public	AIInvest: T. Quinn, AppLovin's AI-Powered Surge: Can AXON 2.0 Outrun the Titans?, June 21, 2025 https://www.aiinvest.com/news/applovin-ai-powered-surge-axon-2-0-outrun-titans-2506/
876	2025-06-22	N/A	N/A	Public	The Trade Desk: List of OpenPath publisher partners https://www.thetradedesk.com/our-partners/partner-directory
877	2025-06-23	N/A	N/A	Public	NextNative: 12 Best Cross Platform App Development Tools for 2025 https://nextnative.dev/blog/cross-platform-app-development-tools
878	2025-06-23	GOOG-AT-MDL-B-009835902	GOOG-AT-MDL-B-009835902	Highly Confidential	Google Document - Display Ads Serving Chart
879	2025-06-24	GOOG-AT-MDL-B-009836857	GOOG-AT-MDL-B-009836857	Highly Confidential	Google Document - Query Explorer Monitoring - Bow Handler QPS Chart
880	2025-06-25	N/A	N/A	Highly Confidential	Google Dashboard - RPC Topology of Binaries
881	2025-06-26	GOOG-AT-MDL-B-009837599	GOOG-AT-MDL-B-009837599	Highly Confidential	Google Spreadsheet - DRX Planner: Omega
882	2025-06-27	N/A	N/A	Public	Yeo & Yeo: Broadcom's VMware Overhaul is Leaving Many Customers Behind https://www.yeoandyeo.com/resource/broadcoms-vmware-overhaul-is-leaving-many-customers-behind
883	2025-06-28	N/A	N/A	Public	Jay Friedman's LinkedIn Post of Poll characterizing the practice of Bid Request Duplication by SSPs
884	2025-06-30	N/A	N/A	Public	Plaintiff United States of America's Responses and Objections to Defendant Google LLC's Fourth Set of Interrogatories to the United States (Remedies Phase)
885	2025-06-30	N/A	N/A	Public	Plaintiff United States of America's Responses and Objections to Defendant Google LLC's Fifth Set of Interrogatories to the United States (Remedies Phase)
886	2025-07-07	N/A	N/A	Highly Confidential	Goodwin Report Figure 1: Key Customer-Facing Components of Google's AdTech Ecosystem
887	2025-07-07	N/A	N/A	Highly Confidential	Goodwin Report Figure 2: A Diagram of Key Components of Google's Backend AViD Ad Serving System circa April 2025
888	2025-07-07	N/A	N/A	Highly Confidential	Goodwin Report Table 1: Share Of Indirect Open-Web Display And Out Of Scope Transactions On AdX 2024
889	2025-07-07	N/A	N/A	Highly Confidential	Goodwin Report Table 2: Share Of Open-Web Display And Out Of Scope Transactions On DFP 2024
890	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 1: Prof. Lee's Estimates of the Percent Change in Worldwide Indirect Open-Web Display Exchange Shares Based on Impressions from Aug 2019 to Dec 2022
891	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 2: AdX and Third-Party Exchange Shares of Worldwide Indirect Open-Web Display DFP Impressions Transacted via Exchanges, Jan 2019-Mar 2025
892	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 3: Number of Authorized Exchange Sellers for the Top 100 Web Publishers According to Their Ads.txt Pages, May 2023

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893	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 4: Number of Exchanges Accounting For At Least One Percent of Selected Advertiser Buying Tools' Worldwide Indirect Web Non-Video Impressions, 2022
894	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 5: Percentage of Worldwide Indirect Open-Web Display DFP Impressions Won by Header Bidding, Jan 2019-Mar 2025
895	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 6: Percentage of DFP Publishers Paying Ad Serving Fees, 2022
896	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 7: Average DFP Ad Serving Fees Among Paying Publishers (as a percentage of a \$2 CPM impression), Feb 2014-Mar 2024
897	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 8: U.S. Adult Internet Users' Percentage of Daily Digital Time Spent with Non-Social, Non-Video Content Accessed via a Desktop, Laptop, or Mobile Browser, 2010-2024
898	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 9: Worldwide AdX Impressions by Ad Type, Jan 2019-Mar 2025
899	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 10: Worldwide DFP Impressions by Ad Type, Jan 2019-Mar 2025
900	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 11: Combined Advertiser Buying Tool and Exchange Fees, 2020-2022
901	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 12: Worldwide Google Ads Impressions by Ad Type (Excluding Search), Jan 2019-Mar 2025
902	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 13: Worldwide DV360 Impressions by Ad Type, Jan 2019-Mar 2025
903	2025-07-07	N/A	N/A	Public	Lerner Report Figure 14: U.S. Desktop/Laptop and Mobile Web Display Ad Spending, Excluding Available Estimates of Selected O&O Properties, as a Percentage of All Display Advertising Spending, 2013-2024
904	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 15: Reproduction of Figure 47 from the Lee Report (PTX-1237)
905	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 16: Prof. Lee's Estimates of Third-Party Exchanges' Share of Worldwide Indirect Open-Web Display Impressions, Jan 2019-Dec 2022
906	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 17: Prof. Lee's Estimates of the Percent Change in Worldwide Indirect Open-Web Display Exchange Shares Based on Impressions Relative to Aug 2019
907	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 18: Prof. Lee's Estimates of the Percent Change in Worldwide Indirect Open-Web Display Exchange Shares Based on Impressions from Aug 2019 to Dec 2022, by Exchange
908	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 19: Reproduction of Figure 95 from the Lee Report (PTX-1265)
909	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 20: Prof. Lee's Estimates of the Percent Change in Worldwide Indirect Open-Web Display Exchange Shares Based on Spending from Aug 2019 to Dec 2022
910	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 21: Prof. Lee's Estimates of Third-Party Exchanges' Share of Worldwide Indirect Open-Web Display Spending, Jan 2019-Dec 2022
911	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 22: Prof. Lee's Estimates of the Percent Change in Worldwide Indirect Open-Web Display Exchange Shares Based on Spending Relative to Aug 2019
912	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 23: Prof. Lee's Estimates of the Percent Change in Worldwide Indirect Open-Web Display Exchange Shares Based on Spending from Aug 2019 to Dec 2022, by Exchange

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913	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 24: Distribution of Worldwide Indirect Web Non-Video DFP Impressions by Publishers' Number of Exchanges Used, 2024
914	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 25: Percentage of U.S. Indirect Open-Web Display DFP Impressions Won by Header Bidding, Jan 2019-Mar 2025
915	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 26: Worldwide AdX Spending by Ad Type, Jan 2019-Mar 2025
916	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 27: Worldwide Google Ads Spending by Ad Type (Excluding Search), Jan 2019- Mar 2025
917	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 28: Worldwide DV360 Spending by Ad Type, Jan 2019-Mar 2025
918	2025-07-07	N/A	N/A	Public	Lerner Report Figure 29: U.S. Social Media Display Ad Spending, 2008-2024
919	2025-07-07	N/A	N/A	Public	Lerner Report Figure 30: U.S. Video Display Ad Spending, 2008-2024
920	2025-07-07	N/A	N/A	Public	Lerner Report Figure 31: U.S. Mobile In-App Display Ad Spending, 2013-2024
921	2025-07-07	N/A	N/A	Public	Lerner Report Figure 32: U.S. Connected TV Display Ad Spending, 2017-2024
922	2025-07-07	N/A	N/A	Public	Lerner Report Figure 33: U.S. Direct Display Ad Spending, 2011-2024
923	2025-07-07	N/A	N/A	Public	Lerner Report Figure 34: U.S. Meta Display Ad Revenue, 2008-2024
924	2025-07-07	N/A	N/A	Public	Lerner Report Figure 35: U.S. Amazon Display Ad Revenue, 2008-2024
925	2025-07-07	N/A	N/A	Public	Lerner Report Figure 36: U.S. Google Display Ad Revenue, 2008-2024
926	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Figure 37: Combined Advertiser Buying Tool and Exchange Fees Limited to Indirect Web Non-Video Impressions, 2020-2022
927	2025-07-07	N/A	N/A	Public	Lerner Report Table 1: Summary and Classification of Proposed Remedies
928	2025-07-07	N/A	N/A	Public	Lerner Report Table 2: Prof. Weintraub's Estimates of the Effects of Google's Conduct on the Impressions of Rival Exchanges
929	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Table 3: AdX and Third-Party Exchanges' Approximate Share of Indirect Open-Web Display DFP Impressions Transacted via Exchanges, 2019-Q1 2025
930	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Table 4: Worldwide AdX Impressions and Spending by Ad Type, 2024
931	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Table 5: Worldwide DFP Impressions by Ad Type, 2024
932	2025-07-07	N/A	N/A	Highly Confidential	Lerner Report Table 6: Google Ads and DV360 Share of Worldwide Display Ad Spending, 2019-2024
933	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 1: A Typical Software Environment
934	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 2: Simplified Illustrative Example of Custom Google Dependencies
935	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 3: Flow Of Ad Requests Through GAM92
936	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 4: DRX Budget Server
937	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 5: Google's Logging Systems And Ad Tech
938	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 6: Display Monetizer Architecture
939	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 7: Evenflow Architecture
940	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 8: IMF Traffic Server Architecture
941	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 9: AdSpam Real Time Annotation Service High-Level Overview
942	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 10: Independent, Bespoke RTAS Stacks For Each Ad Tech System
943	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 11: RTAS System Architecture
944	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 12: XFP Malware Pipeline Schematic
945	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 13: Google YAWN Data Center "Turnup" Process Map
946	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure 14: Project Grumpy Planned "Before" And "After"
947	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure A.1: An Abstract View of Display Ads Serving Stack

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948	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Figure A.2: Display Ads Serving Screenshot
949	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Table 1: Mapping Google Ad Tech Products to the GAM Serving and Exchange Stack
950	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Table 2: 2025 GAM Computing Resources Usage
951	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Table 3: 2022 AdSpam Infrastructure Hardware Usage
952	2025-07-07	N/A	N/A	Highly Confidential	Nieh Report Table 4: Worldwide Requests Processed Per Second (GAM)
953	2025-07-28	N/A	N/A	Highly Confidential	Lerner Rebuttal Report Figure 1: Share of Worldwide Indirect Open-Web Display Impressions Purchased via Non-Google Bidding Tools, Jan 2018-Dec 2022
954	2025-07-28	N/A	N/A	Highly Confidential	Lerner Rebuttal Report Figure 2: Worldwide Display Ad Revenue by Company, 2012-2024
955	2025-07-28	N/A	N/A	Highly Confidential	Lerner Rebuttal Report Figure 3: Google Ads and DV360 Share of Worldwide Display Ad Spending, 2019-2024
956	2025-07-28	N/A	N/A	Highly Confidential	Lerner Rebuttal Report Figure 4: Worldwide Digital Ad Revenue by Company, 2012-2024
957	2025-07-28	N/A	N/A	Highly Confidential	Lerner Rebuttal Report Figure 5: Indirect Web Non-Video Exchange Fees Relative to AdX, 2020-2022
958	2025-07-28	N/A	N/A	Highly Confidential	Maymudes Figure 1: Simplified "Big Picture" Xbid Architecture123
959	2025-08-01	N/A	N/A	Public	PubMatic SEC Form 144 - Notice of Proposed Sale of Securities
960	2025-08-05	N/A	N/A	Public	Kernel: Bugzilla - Bug List https://bugzilla.kernel.org/buglist.cgi?chfield=%5BBug%20creation%5D&chfieldfrom=24h
961	2025-08-07	N/A	N/A	Public	The Trade Desk, Inc. (TTD) Q2 2025 Earnings Call Transcript
962	2025-08-07	N/A	N/A	Public	The Trade Desk, Investor Relations Presentation, Second Quarter 2025
963	2025-08-11	N/A	N/A	Public	Google Cloud: Set up SR-IOV networking https://cloud.google.com/kubernetes-engine/distributed-cloud/bare-metal/docs/how-to/sriov
964	2025-08-11	N/A	N/A	Highly Confidential	Lerner Surrebuttal Figure 1: Summary of Harms from Plaintiffs' Proposed Remedies
965	2025-08-11	N/A	N/A	Highly Confidential	Lerner Surrebuttal Figure 2: List of Selected Google Conduct that Would Be Present in the But-for World
966	2025-08-11	N/A	N/A	Highly Confidential	Lerner Surrebuttal Figure 3: Percentage of DFP Publishers Paying Ad Serving Fees, 2015-2022
967	2025-08-11	N/A	N/A	Highly Confidential	Lerner Surrebuttal Figure 4: Average Inflation-Adjusted DFP Ad Serving Fees Among Paying Publishers, Controlling for Changes in Publisher Composition based on Prof. Lee's Methodology, Feb 2014-Mar 2023
968	2025-08-11	N/A	N/A	Highly Confidential	Lerner Surrebuttal Figure 5: U.S. Adult Internet Users' Daily Digital Time Spent (Minutes) in Open-Web Display vs. Other Environments, 2010-2024
969	2025-08-11	N/A	N/A	Highly Confidential	Lerner Surrebuttal Figure 6: Combined Advertiser Buying Tool and Exchange Fees Limited to Indirect Web Non-Video Impressions (Highlighting Paths with Criteo), 2020-2022
970	2025-08-11	N/A	N/A	Highly Confidential	Lerner Surrebuttal Figure 7: Combined Advertiser Buying Tool and Exchange Fees Limited to Indirect Web Non-Video Impressions (Highlighting Paths with The Trade Desk), 2020-2022
971	2025-08-11	N/A	N/A	Highly Confidential	Lerner Surrebuttal Figure 8: Google Ads and DV360 Worldwide Indirect Open-Web Display Spending, 2019-2024
972	2025-08-11	N/A	N/A	Highly Confidential	Nieh Surrebuttal Figure 1: Fluentd Architecture
973	2025-08-11	N/A	N/A	Public	PubMatic Press Release: PubMatic Announces Second Quarter 2025 Financial Results
974	2025-08-11	N/A	N/A	Public	PubMatic Q2 2025 Earnings Presentation
975	0000-00-00	N/A	N/A	Public	Andres Lerner CV

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976	0000-00-00	N/A	N/A	Public	David Maymudes CV
977	0000-00-00	N/A	N/A	Public	Jason Nieh CV
978	0000-00-00	N/A	N/A	Public	Shane Goodwin CV
979	0000-00-00	FBDOJ010274999	FBDOJ010274999	Confidential	Facebook Slide Deck - Privacy Team Deck- Policy Offsite
980	0000-00-00	GOOG-AT-MDL-019737839	GOOG-AT-MDL-019737845	Confidential	Google Internal Doc - Project Rover/Genesis Comms Plan
981	0000-00-00	GOOG-AT-MDL-B-002890395	GOOG-AT-MDL-B-002890407	Confidential	Google Internal Doc - Presenation - Beyond InviteMedia sunset: pixel servers migration
982	0000-00-00	GOOG-AT-MDL-B-002907315	GOOG-AT-MDL-B-002907321	Confidential	Google Internal Doc - Skyray Phasing Document
983	0000-00-00	GOOG-AT-MDL-B-009827945	GOOG-AT-MDL-B-009827961	Highly Confidential	Google Slide Deck - DRX Budget Server: SRE & Dev Oncall Presentation
984	0000-00-00	GOOG-AT-MDL-B-009831058	GOOG-AT-MDL-B-009831097	Highly Confidential	Google Slide Deck - Quobos/ RVL KS
985	0000-00-00	GOOG-AT-MDL-B-009831640	GOOG-AT-MDL-B-009831661	Highly Confidential	Google Slide Deck - TurtleX Log Joining
986	0000-00-00	ADOBESTC - CID 30473 - 0000228267	ADOBESTC - CID 30473 - 0000228267	Highly Confidential	Produced Data
987	0000-00-00	ADOBESTC - CID 30473 - 0000228269	ADOBESTC - CID 30473 - 0000228269	Highly Confidential	Produced Data
988	0000-00-00	Adobe - Google Ad Tech - 00001005	Adobe - Google Ad Tech - 00001005	Highly Confidential	Produced Data
989	0000-00-00	AMOBEE-INV-00000006	AMOBEE-INV-00000006	Highly Confidential	DOJ Revenue Summary File CY2020 and Q1 2021 (Amobee CID supplemental response).csv
990	0000-00-00	AMZNDOJ0247645	AMZNDOJ0247645	Highly Confidential	Produced Data
991	0000-00-00	CRITEO GOOGLELIT_0000015579	CRITEO GOOGLELIT_0000015579	Highly Confidential	Criteo Produced Data
992	0000-00-00	EQUATIV-000000434	EQUATIV-000000434	Highly Confidential	Produced Data
993	0000-00-00	EQUATIV-000000437	EQUATIV-000000437	Highly Confidential	Produced Data
994	0000-00-00	EQUATIV-000000464	EQUATIV-000000464	Highly Confidential	Equativ's Gross SSP Revenues, Impressions, Bids, and Auctions by month between March 2014 and May 2023
995	0000-00-00	FLI-RP-SHARE-000000039	FLI-RP-SHARE-000000039	Highly Confidential	Produced Data
996	0000-00-00	GOOG-AT-DATA-000066787	GOOG-AT-DATA-000066787	Public	eMarketer data
997	0000-00-00	GOOG-AT-DOJ-DATA-000066661	GOOG-AT-DOJ-DATA-000066768	Highly Confidential	Comscore data
998	0000-00-00	GOOG-AT-DOJ-DATA-000066774	GOOG-AT-DOJ-DATA-000066774	Public	eMarketer data
999	0000-00-00	GOOG-AT-DOJ-DATA-000066784	GOOG-AT-DOJ-DATA-000066784	Public	eMarketer data
1000	0000-00-00	GOOG-AT-DOJ-DATA-000066785	GOOG-AT-DOJ-DATA-000066785	Public	eMarketer data
1001	0000-00-00	GOOG-AT-DOJ-DATA-000066786	GOOG-AT-DOJ-DATA-000066786	Public	eMarketer data
1002	0000-00-00	GOOG-AT-DOJ-DATA-000066787	GOOG-AT-DOJ-DATA-000066787	Public	eMarketer data
1003	0000-00-00	GOOG-AT-DOJ-DATA-000066788	GOOG-AT-DOJ-DATA-000066788	Public	eMarketer data
1004	0000-00-00	GOOG-AT-EDVA-DATA-000226551	GOOG-AT-EDVA-DATA-000226706	Highly Confidential	Google Ads data RFP 243 Data
1005	0000-00-00	GOOG-AT-EDVA-DATA-000226707	GOOG-AT-EDVA-DATA-000226718	Highly Confidential	Xbridge Data - DV360
1006	0000-00-00	GOOG-AT-EDVA-DATA-000226719	GOOG-AT-EDVA-DATA-000226895	Highly Confidential	AdSense RFP 243 data - AdSense Backfill
1007	0000-00-00	GOOG-AT-EDVA-DATA-000226896	GOOG-AT-EDVA-DATA-000238349	Highly Confidential	AdX RFP 243 data - AdX/OB
1008	0000-00-00	GOOG-AT-EDVA-DATA-000238350	GOOG-AT-EDVA-DATA-000238397	Highly Confidential	DFP RFP 243 data - DFP Reservations
1009	0000-00-00	GOOG-AT-EDVA-DATA-000238398	GOOG-ATEDVA-DATA-000240263	Highly Confidential	DV360 RFP 243 data
1010	0000-00-00	GOOG-AT-MDL-009118929	GOOG-AT-MDL-009118929	Confidential	DFP Rate Card
1011	0000-00-00	GOOG-AT-MDL-DATA-000066537	GOOG-AT-MDL-DATA-000482007	Highly Confidential	AdX RFP 243 data - AdX/OB
1012	0000-00-00	GOOG-AT-MDL-DATA-000482008	GOOG-AT-MDL-DATA-000482531	Highly Confidential	DFP RFP 243 data - DFP Reservations
1013	0000-00-00	GOOG-AT-MDL-DATA-000482532	GOOG-AT-MDL-DATA-000486515	Highly Confidential	AdSense RFP 243 data - AdSense Backfill
1014	0000-00-00	GOOG-AT-MDL-DATA-000486516	GOOG-AT-MDL-DATA-000486625	Highly Confidential	DFP RFP 243 data - worldwide DFP Fees
1015	0000-00-00	GOOG-AT-MDL-DATA-000486626	GOOG-AT-MDL-DATA-00048277	Highly Confidential	Google Ads RFP 243 Data
1016	0000-00-00	GOOG-AT-MDL-DATA-000488278	GOOG-AT-MDL-DATA-000488815	Highly Confidential	DV360 RFP 243 data
1017	0000-00-00	GOOG-AT-MDL-DATA-000488816	GOOG-AT-MDL-DATA-000508815	Highly Confidential	DV360 RFP 243 data
1018	0000-00-00	GOOG-AT-MDL-DATA-000508825	GOOG-AT-MDL-DATA-000508825	Highly Confidential	DFP RFP 243 data - worldwide DFP impressions and fees
1019	0000-00-00	GOOG-AT-MDL-DATA-000508827	GOOG-AT-MDL-DATA-00055886	Highly Confidential	AdX RFP 243 data - AdX/OB
1020	0000-00-00	GOOG-AT-MDL-DATA-000561263	GOOG-AT-MDL-DATA-000561420	Highly Confidential	XBridge DV360
1021	0000-00-00	GOOG-AT-MDL-DATA-000561536	GOOG-AT-MDL-DATA-000564882	Highly Confidential	AdX RFP 243 data - AdX/OB
1022	0000-00-00	GOOG-AT-MDL-DATA-000564892	GOOG-AT-MDL-DATA-000566215	Highly Confidential	DV360 RFP 243 data
1023	0000-00-00	GOOG-AT-MDL-DATA-000597226	GOOG-AT-MDL-DATA-000605251	Highly Confidential	DV360 RFP 243 data

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1024	0000-00-00	GOOG-AT-MDL-DATA-000605252	GOOG-AT-MDL-DATA-000605355	Highly Confidential	DFP RFP 243 data - DFP Reservations
1025	0000-00-00	GOOG-AT-MDL-DATA-000605356	GOOG-AT-MDL-DATA-000606028	Highly Confidential	AdSense RFP 243 data - AdSense Backfill
1026	0000-00-00	GOOG-AT-MDL-DATA-000606029	GOOG-AT-MDL-DATA-000606040	Highly Confidential	DFP RFP 243 data - worldwide DFP Fees
1027	0000-00-00	GOOG-AT-MDL-DATA-000606342	GOOG-AT-MDL-DATA-000606365	Highly Confidential	Xbridge Data - DV360
1028	0000-00-00	GOOG-AT-MDL-DATA-000606366	GOOG-AT-MDL-DATA-000653779	Highly Confidential	AdX RFP 243 data - AdX/OB
1029	0000-00-00	GOOG-AT-MDL-DATA-000653818	GOOG-AT-MDL-DATA-000654235	Highly Confidential	Google Ads data RFP 243 Data
1030	0000-00-00	IX-INV-00000002	IX-INV-00000002	Highly Confidential	REG US DOJ_CID_Index Exchange Inc. Additional Response_FINAL 01Jun2021
1031	0000-00-00	MAGNITE-AGG-LIT-00000001.006	MAGNITE-AGG-LIT-00000001.007	Highly Confidential	Produced Data
1032	0000-00-00	MAGNITE-AGG-LIT-00000004.003	MAGNITE-AGG-LIT-00000004.004	Highly Confidential	Produced Data
1033	0000-00-00	MSFT-AGG-LIT-00000007.002	MSFT-AGG-LIT-00000007.002	Highly Confidential	Produced Data
1034	0000-00-00	MSFT-AGG-LIT-00000007.003	MSFT-AGG-LIT-00000007.003	Highly Confidential	Produced Data
1035	0000-00-00	MSFT-LIT-0000053397	MSFT-LIT-0000053397	Highly Confidential	Produced Data
1036	0000-00-00	MSFT-LIT-0000060007	MSFT-LIT-0000060007	Highly Confidential	Produced Data
1037	0000-00-00	OPENX-AGG-LIT-00000001.001	OPENX-AGG-LIT-00000001.001	Highly Confidential	Produced Data
1038	0000-00-00	PMDATA0001	PMDATA0001	Highly Confidential	Platform Data
1039	0000-00-00	N/A	N/A	Public	S&P Capital IQ M&A Transactions - Advertising Data spreadsheet
1040	0000-00-00	SVRN000056	SVRN000056	Highly Confidential	DoJ Civil Action Data Request Responses
1041	0000-00-00	TREM00002600	TREM00002600	Highly Confidential	Amobee Data
1042	0000-00-00	TTD_DOJ-GOOG23-0002128	TTD_DOJ-GOOG23-0002128	Highly Confidential - AEO	TTD Spreadsheet - TTD Platform data Combined
1043	0000-00-00	TTD_DOJ-GOOG23-0033643	TTD_DOJ-GOOG23-0033643	Highly Confidential - AEO	TTD Spreadsheet - Gross Spend
1044	0000-00-00	YAH_GG_LIT_003888	YAH_GG_LIT_003888	Highly Confidential	Produced Data
1045	0000-00-00	Yieldmo_PROD001_00000008	Yieldmo_PROD001_00000008	Highly Confidential	WSGR_data_pull_2020
1046	0000-00-00	Yieldmo_PROD001_00000009	Yieldmo_PROD001_00000009	Highly Confidential	WSGR_data_pull_2021
1047	0000-00-00	Yieldmo_PROD001_00000010	Yieldmo_PROD001_00000010	Highly Confidential	WSGR_data_pull_2022
1048	0000-00-00	N/A	N/A	Highly Confidential	google3/ads/statscollection/logjoining/workgraphs/gfp/join_gfp_spam_annotation.py
1049	0000-00-00	N/A	N/A	Highly Confidential	google3/analysis/conduit/common/colossus_utils.cc
1050	0000-00-00	N/A	N/A	Highly Confidential	google3/analysis/conduit/common/colossus_utils.h
1051	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/
1052	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/adx/
1053	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/adx/mixer/auction/auction-module.cc
1054	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/adx/verification/ragnarok-upload-util.cc
1055	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/bow/
1056	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/bow/bow.cc
1057	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/bow/bow-main.cc
1058	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/bow/core/bow-request-state.h
1059	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/bow/producers/privacy/build-unified-privacy-context-producer.cc
1060	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/bow/producers/privacy/build-unified-privacy-context-producer.h
1061	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/cat2/
1062	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/drx/
1063	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/drx/build/
1064	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/drx/build/base/
1065	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/drx/build/dynamo/mars/
1066	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/drx/build/dynamo/mars/extractor_configs/tables.gcl
1067	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/drx/build/dynamo/mars/psi-writer.cc

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1068	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/drx/deals/pg_cpd_billing/cost_computation_pipeline/pg-flat-cost-daily-info-builder.cc
1069	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/drx/deals/pg_cpd_billing/cost_computation_pipeline/pipeline.cc
1070	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/drx/deals/pg_cpd_billing/cost_computation_pipeline/pipeline-main.cc
1071	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/drx/deals/pg_cpd_billing/README.md
1072	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/
1073	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/adserving/mixer/budget/gfp-budget-filter.cc
1074	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/adserving/mixer/gfp-mixer.cc
1075	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/adserving/proto/backfill.proto
1076	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/budget/rpc/bs-goops-event-pub-main.cc
1077	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/budget/server/
1078	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/budget/server/budget-server.cc
1079	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/budget/server/budget-server.h
1080	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/extraction/dynamo/imf/
1081	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/extraction/dynamo/imf/README.md
1082	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/imf/
1083	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/imf/logreader/
1084	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/imf/logreader/log_join_init.cc
1085	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/imf/logreader/README.md
1086	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/malware/
1087	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/malware/gfp-creative-entry-builder.h
1088	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/gfp/malware/uploader/upload-pipeline-main.cc
1089	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/supermixer/
1090	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/supermixer/ad_retrieval/ad-retrieval-graph-handler.cc
1091	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/supermixer/ad_retrieval/ad-retrieval-graph-handler.h
1092	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/supermixer/ad_retrieval/README.md
1093	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/supermixer/ad_retrieval/select-and-run-ad-retrieval-producer.h
1094	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/supermixer/server/allowed_dependencies
1095	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/supermixer/server/supermixer.cc
1096	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/supermixer/server/supermixer.h
1097	0000-00-00	N/A	N/A	Highly Confidential	google3/contentads/supermixer/targeting/README.md
1098	0000-00-00	N/A	N/A	Highly Confidential	google3/java/
1099	0000-00-00	N/A	N/A	Highly Confidential	google3/java/com/google/ads/publisher/api/service/lineitem/impl/LineItemServiceImpl.java
1100	0000-00-00	N/A	N/A	Highly Confidential	google3/java/com/google/ads/publisher/infrastructure/persistence/lineitem/agave/f1/LineItemF1Dao.java
1101	0000-00-00	N/A	N/A	Highly Confidential	google3/java/com/google/ads/publisher/pipeline/monetizer/
1102	0000-00-00	N/A	N/A	Highly Confidential	google3/java/com/google/ads/publisher/pipeline/monetizer/adjustments/AdjustmentsMonetizer.kt
1103	0000-00-00	N/A	N/A	Highly Confidential	google3/java/com/google/ads/publisher/pipeline/monetizer/XfpFjMonetizer.java
1104	0000-00-00	N/A	N/A	Highly Confidential	google3/java/com/google/ads/publisher/pipeline/monetizer/XfpFjMonetizerMain.java
1105	0000-00-00	N/A	N/A	Highly Confidential	google3/java/com/google/monetizer/adsense/common/f1/MonetizerStatsF1QuerieS.java
1106	0000-00-00	N/A	N/A	Highly Confidential	google3/storage/f1/common/name_repository.h
1107	0000-00-00	N/A	N/A	Highly Confidential	google3/storage/f1/optimizer/conversions/logical_materializer_util.cc

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1108	0000-00-00	N/A	N/A	Public	Bloomberg Law: A Drafting Guide Asset Purchase Agreements https://www.bloomberglaw.com/external/document/XB40NGIK000000/m-a-drafting-guide-asset-purchase-agreements
1109	0000-00-00	N/A	N/A	Public	Thomson Reuters: Due Diligence Request List - Private Mergers & Acquisitions," https://1.next.westlaw.com/Document/I1559f7a1eef211e28578f7ccc38dcbee/View/FullText.html
1110	0000-00-00	N/A	N/A	Public	Google Research Slide Deck - How to Design a Good API and Why It Matters https://static.googleusercontent.com/media/research.google.com/en/pubs/archive/32713.pdf
1111	0000-00-00	N/A	N/A	Public	Google User Content: An Overview of Google's Commitment to Secure by Design
1112	0000-00-00	N/A	N/A	Public	Cornell University CS 211 Lecture: Abstraction https://www.cs.cornell.edu/courses/cs211/2006sp/Lectures/L08-Abstraction/08_abstraction.html .
1113	0000-00-00	N/A	N/A	Public	Adobe for Business: All-in-one advertising campaign planning and management https://business.adobe.com/products/advertising.html
1114	0000-00-00	N/A	N/A	Public	Amazon: Amazon DSP https://advertising.amazon.com/solutions/products/amazon-dsp?ref=a20m_us_p_tech_p_dsp
1115	0000-00-00	N/A	N/A	Public	Amazon Ads: Retail Ad Service https://advertising.amazon.com/retail-ad-service
1116	0000-00-00	N/A	N/A	Public	Amazon Web Services: AWS Availability Zones https://docs.aws.amazon.com/global-infrastructure/latest/regions/aws-availability-zones.html
1117	0000-00-00	N/A	N/A	Public	Amazon Web Services: Converting stateful application to stateless using AWS services https://aws.amazon.com/blogs/architecture/converting-stateful-application-to-stateless-using-aws-services/
1118	0000-00-00	N/A	N/A	Public	Amazon Web Services: Lift and Shift Application Workloads https://aws.amazon.com/products/storage/lift-and-shift/
1119	0000-00-00	N/A	N/A	Public	Amazon Web Services: Our Origins https://aws.amazon.com/about-aws/our-origins/
1120	0000-00-00	N/A	N/A	Public	Amazon Web Service - What is a CDN (Content Delivery Network) https://aws.amazon.com/what-is/cdn/
1121	0000-00-00	N/A	N/A	Public	Amazon Web Services: What is a Data Center? - Cloud Data Center Explained - AWS https://aws.amazon.com/what-is/data-center/
1122	0000-00-00	N/A	N/A	Public	Amazon Web Services: What is SDLC (Software Development Lifecycle) https://aws.amazon.com/what-is/sdlc/
1123	0000-00-00	N/A	N/A	Public	Amazon Web Services: What's the Difference Between Frontend and Backend in Application Development? https://aws.amazon.com/compare/the-difference-between-frontend-and-backend/
1124	0000-00-00	N/A	N/A	Public	Apache Impala: Overview https://impala.apache.org/overview.html
1125	0000-00-00	N/A	N/A	Public	Apache Impala, Apache https://impala.apache.org/
1126	0000-00-00	N/A	N/A	Public	Apache Kafka: API Documentation https://kafka.apache.org/documentation/#api

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1127	0000-00-00	N/A	N/A	Public	Apache Software Foundation: FAQ Apache Spark https://spark.apache.org/faq.html
1128	0000-00-00	N/A	N/A	Public	Apache Spark, Apache https://spark.apache.org/
1129	0000-00-00	N/A	N/A	Public	Apple: iOS 18 https://www.apple.com/ios/ios-18/
1130	0000-00-00	N/A	N/A	Public	Apple: Releases https://opensource.apple.com/releases/
1131	0000-00-00	N/A	N/A	Public	AppLovin: The AI-powered recommendation engine behind AppLovin's performance-based advertising solutions https://www.applovin.com/axon/
1132	0000-00-00	N/A	N/A	Public	AppLovin: Gain access to AppLovin's programmatic exchange https://www.applovin.com/ax/
1133	0000-00-00	N/A	N/A	Public	AppLovin: Mediation Management Tools https://www.applovin.com/max/
1134	0000-00-00	N/A	N/A	Public	Bell System: Bell Operating Companies https://memorial.bellsystem.com/bellopercomp-centurylink.html
1135	0000-00-00	N/A	N/A	Public	Cloudflare: What is a public cloud? - Public vs. private cloud. https://www.cloudflare.com/learning/cloud/what-is-a-public-cloud
1136	0000-00-00	N/A	N/A	Public	CloudFlare: What is latency? How to fix latency https://www.cloudflare.com/learning/performance/glossary/what-is-latency/
1137	0000-00-00	N/A	N/A	Public	Cloudflare, Inc.: What is the User Datagram Protocol (UDP/IP) https://www.cloudflare.com/learning/ddos/glossary/user-datagram-protocol-udp/
1138	0000-00-00	N/A	N/A	Public	Cockroach Labs: CockroachDB vs YugabyteDB https://www.cockroachlabs.com/compare/yugabyte-vs-cockroachdb/
1139	0000-00-00	N/A	N/A	Public	CockroachDB: Version v25.2.2 SQL Statements https://www.cockroachlabs.com/docs/v25.2/sql-statements
1140	0000-00-00	N/A	N/A	Public	CompWorth: Index Exchange - Revenue, Funding, Valuation & Alternatives https://compworth.com/company/index-exchange
1141	0000-00-00	N/A	N/A	Public	CompWorth: OpenX - Revenue, Funding, Valuation & Alternatives https://compworth.com/company/openx
1142	0000-00-00	N/A	N/A	Public	Digital Content Next: Open Secrets - Client Profile DCN
1143	0000-00-00	N/A	N/A	Public	Digital Content Next: Overview
1144	0000-00-00	N/A	N/A	Public	Display and Video 360 Help: Create YouTube & partners line items https://support.google.com/displayvideo/answer/6274679
1145	0000-00-00	N/A	N/A	Public	Equativ: CTV Solutions Tailored to You https://www.equativ.com/publishers/ctv-ad-server
1146	0000-00-00	N/A	N/A	Public	Equativ: One Powerful Platform for All Your Retail Media Needs https://www.equativ.com/publishers/retail-media
1147	0000-00-00	N/A	N/A	Public	European Data Protection Board: International data transfers https://www.edpb.europa.eu/sme-data-protection-guide/international-data-transfers_en
1148	0000-00-00	N/A	N/A	Public	Facts about Google's acquisition of Motorola, Google https://www.google.com/press/motorola/faq/
1149	0000-00-00	N/A	N/A	Public	Fluentd: What is Fluentd? https://www.fluentd.org/architecture
1150	0000-00-00	N/A	N/A	Public	GitHub: Pytorch https://github.com/search?q=repo%3Apytorch/pytorch%20path%3ACMakeLists.txt&type=code
1151	0000-00-00	N/A	N/A	Public	Google: How we started and where we are today https://about.google/intl/ALL_us/our-story/

RDTX #	Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
1152	0000-00-00	N/A	N/A	Public	Google Ad Manager: Capabilities https://admanager.google.com/home/capabilities/
1153	0000-00-00	N/A	N/A	Public	Google Ad Manager Help: Delivery basics - How line item delivery is paced https://support.google.com/admanager/answer/2669484?hl=en
1154	0000-00-00	N/A	N/A	Public	Google Ad Manager Help: Forecasting FAQs https://support.google.com/admanager/answer/4395249?hl=en
1155	0000-00-00	N/A	N/A	Public	Google Ad Manager Help: Header bidding trafficking https://support.google.com/admanager/answer/12273163?hl=en
1156	0000-00-00	N/A	N/A	Public	Google Ad Manager Help: House Line Items https://support.google.com/admanager/answer/79305?hl=en
1157	0000-00-00	N/A	N/A	Public	Google Ad Manager Help: Line item types and priorities https://support.google.com/admanager/answer/177279
1158	0000-00-00	N/A	N/A	Public	Google Ad Manager Help: Overview of Ad Manager reporting https://support.google.com/admanager/answer/2671992?hl=en
1159	0000-00-00	N/A	N/A	Public	Google Ad Manager Help: Understanding the Google Publisher Policies and Google Publisher Restrictions https://support.google.com/admanager/answer/10023290?
1160	0000-00-00	N/A	N/A	Public	Google Ad Manager Help: What are creatives? https://support.google.com/admanager/answer/3185155?hl=en
1161	0000-00-00	N/A	N/A	Public	Google Cloud: Accelerate AI development with Google Cloud TPUs https://cloud.google.com/tpu?hl=en
1162	0000-00-00	N/A	N/A	Public	Google Cloud: Anthos https://cloud.google.com/anthos?hl=en
1163	0000-00-00	N/A	N/A	Public	Google Cloud: Apache Kafka made easy https://cloud.google.com/products/managed-service-for-apache-kafka?hl=en
1164	0000-00-00	N/A	N/A	Public	Google Cloud: Architectural overview of Pub/Sub https://cloud.google.com/pubsub/architecture
1165	0000-00-00	N/A	N/A	Public	Google Cloud: Cloud TPU quotas https://cloud.google.com/tpu/docs/quota
1166	0000-00-00	N/A	N/A	Public	Google Cloud: Global Locations - Regions & Zones Google Cloud https://cloud.google.com/about/locations
1167	0000-00-00	N/A	N/A	Public	Google Cloud: Google Cloud Infrastructure https://cloud.google.com/infrastructure
1168	0000-00-00	N/A	N/A	Public	Google Cloud: Google Cloud storage products https://cloud.google.com/products/storage?hl=en
1169	0000-00-00	N/A	N/A	Public	Google Cloud: Live migration process during maintenance events https://cloud.google.com/compute/docs/instances/live-migration-process
1170	0000-00-00	N/A	N/A	Public	Google Cloud: Memrystore for Memcached documentation https://cloud.google.com/memrystore/docs/memcached
1171	0000-00-00	N/A	N/A	Public	Google Cloud: Memrystore https://cloud.google.com/memrystore?hl=en
1172	0000-00-00	N/A	N/A	Public	Google Cloud: Nginx https://console.cloud.google.com/marketplace/product/click-to-deploy-images/nginx
1173	0000-00-00	N/A	N/A	Public	Google Cloud: Pub/Sub “Pub/Sub,” https://cloud.google.com/pubsub?hl=en
1174	0000-00-00	N/A	N/A	Public	Google Cloud: Squarespace purchase of Google Domains FAQ https://cloud.google.com/domains/docs/faq
1175	0000-00-00	N/A	N/A	Public	Google Cloud: Storage https://cloud.google.com/docs/storage

RDTX #	Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
1176	0000-00-00	N/A	N/A	Public	Google Cloud: StubHub: Providing reliable, fast ticket purchase services with next-gen cloud technology https://web.archive.org/web/20220318040336/https://cloud.google.com/customers/stubhub/
1177	0000-00-00	N/A	N/A	Public	Google Cloud: The GoogleSQL language in Spanner https://cloud.google.com/spanner/docs/reference/standard-sql/overview
1178	0000-00-00	N/A	N/A	Public	Google Cloud: What is Artificial Intelligence (AI) https://cloud.google.com/learn/what-is-artificial-intelligence
1179	0000-00-00	N/A	N/A	Public	Google Cloud Network Intelligence Center: Flow Analyzer overview https://cloud.google.com/network-intelligence-center/docs/flow-analyzer/overview
1180	0000-00-00	N/A	N/A	Public	Google Cloud Network Intelligence Center: Network Analyzer overview https://cloud.google.com/network-intelligence-center/docs/network-analyzer/overview
1181	0000-00-00	N/A	N/A	Public	Google Cloud Observability: Apache Zookeeper https://cloud.google.com/stackdriver/docs/managed-prometheus/exporters/zookeeper
1182	0000-00-00	N/A	N/A	Public	Google: Google Data Centers https://www.google.com/about/datacenters/locations
1183	0000-00-00	N/A	N/A	Public	Google Help: Advertising Policies Help: What happens if you violate our policies https://support.google.com/adspolicy/answer/7187501?sjid=14541847515856643247-NC
1184	0000-00-00	N/A	N/A	Public	Google Privacy & Terms: Advertising https://policies.google.com/technologies/ads?hl=en-US
1185	0000-00-00	N/A	N/A	Public	IAB Tech Lab: About Ads.Txt, IAB Tech Lab https://iabtechlab.com/ads-txt-about/
1186	0000-00-00	N/A	N/A	Public	Kevel: The End to End Retail Media Suite That Gets Results https://www.kevel.com/
1187	0000-00-00	N/A	N/A	Public	Kubernetes: Kubernetes https://github.com/kubernetes/kubernetes/tree/v1.32.3
1188	0000-00-00	N/A	N/A	Public	Kubernetes: The Kubernetes API https://kubernetes.io/docs/concepts/overview/kubernetes-api/
1189	0000-00-00	N/A	N/A	Public	Lenovo: What is a disk? https://www.lenovo.com/us/en/glossary/what-is-a-disk .
1190	0000-00-00	N/A	N/A	Public	Lenovo: What is a petabyte? https://www.lenovo.com/us/en/glossary/petabytes/?orgRef=https%253A%252F%252Fwww.google.com%252F&srsltid=AfmBOopvUtRzLpVSu0muD191fzef5hMFTCNAAurJoximYpRLchVPHdL8
1191	0000-00-00	N/A	N/A	Public	Lexmark: Lexmark Announces Definitive Agreement to Acquire Perceptive Software https://newsroom.lexmark.com/newsreleases?item=23833
1192	0000-00-00	N/A	N/A	Public	Man7: ioctl(2) — Linux manual page https://man7.org/linux/man-pages/man2/ioctl.2.html
1193	0000-00-00	N/A	N/A	Public	Meta: Mediation Platforms https://www.facebook.com/audience-network/monetize/bidding/mediation
1194	0000-00-00	N/A	N/A	Public	Meta CDN: Netify Network Intelligence https://www.netify.ai/resources/cdn/meta-cdn
1195	0000-00-00	N/A	N/A	Public	Mozilla Glossary: Shim https://developer.mozilla.org/en-US/docs/Glossary/Shim

RDTX #	Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
1196	0000-00-00	N/A	N/A	Public	NASA: How "Fast" is the Speed of Light https://www.grc.nasa.gov/www/k-12/Numbers/Math/Mathematical_Thinking/how_fast_is_the_speed.htm
1197	0000-00-00	N/A	N/A	Public	NIST Reference on Constants, Units, and Uncertainty: Prefixes for Binary Multiples https://physics.nist.gov/cuu/Units/binary.html
1198	0000-00-00	N/A	N/A	Public	Oracle: Database https://www.oracle.com/database/
1199	0000-00-00	N/A	N/A	Public	Prebid: Prebid Server Bidder Params
1200	0000-00-00	N/A	N/A	Public	Prebid: Prebid Server Overview https://docs.prebid.org/prebid-server/aviewer/prebid-server-overview.html
1201	0000-00-00	N/A	N/A	Public	React Native: Learn once, write anywhere_Meta Open Source https://reactnative.dev/
1202	0000-00-00	N/A	N/A	Public	Reddit: Why Microsoft Office is so problematic on Wine? What's so special in this program? https://www.reddit.com/r/winehq/comments/l7vyrt/why_microsoft_office_is_so_problematic_on_wine/
1203	0000-00-00	N/A	N/A	Public	Spanner: Always on database with virtually unlimited scale https://cloud.google.com/spanner
1204	0000-00-00	N/A	N/A	Public	Squarespace: A New Home for Google Domains https://domains.squarespace.com/google-domains
1205	0000-00-00	N/A	N/A	Public	Swift: Swift is the powerful, flexible, multiplatform programming language https://www.swift.org/
1206	0000-00-00	N/A	N/A	Public	The Kubelist Podcast: Ep. #26, Origins of Kubernetes with Tim Hockin of Google https://www.heavybit.com/library/podcasts/the-kubelist-podcast/ep-26-origins-of-kubernetes-with-tim-hockin-of-google
1207	0000-00-00	N/A	N/A	Public	The Trade Desk: AI - Drive better performance with Koa
1208	0000-00-00	N/A	N/A	Public	Titus: Titus https://netflix.github.io/titus/
1209	0000-00-00	N/A	N/A	Public	Transparent Ad Marketplace, Amazon Publisher Services
1210	0000-00-00	N/A	N/A	Public	Unified Ad Marketplace - Amazon Publisher Services
1211	0000-00-00	N/A	N/A	Public	Vmware: What is a Public Cloud? https://www.vmware.com/topics/public-cloud
1212	0000-00-00	N/A	N/A	Public	Wikipedia: Site reliability engineering, https://en.wikipedia.org/wiki/Site_reliability_engineering
1213	0000-00-00	N/A	N/A	Public	WineHQ: About Wine https://www.winehq.org/about
1214	0000-00-00	N/A	N/A	Public	WineHQ: homepage https://www.winehq.org
1215	0000-00-00	N/A	N/A	Public	WineHQ: Microsoft Office (installer only) https://appdb.winehq.org/objectManager.php?id=31&sClass=application
1216	0000-00-00	N/A	N/A	Public	YugabyteDB: Categorized list of SQL statements https://docs.yugabyte.com/preview/api/ysql/the-sql-language/statements/
1217	0000-00-00	N/A	N/A	Public	YugabyteDB: v2.25 PREVIEW API - YugabyteDB API reference https://docs.yugabyte.com/preview/api/
1218	0000-00-00	N/A	N/A	Public	YugabyteDB: YugabyteDB vs. CockroachDB https://www.yugabyte.com/yugabytedb-vs-cockroachdb/
1219	0000-00-00	N/A	N/A	Public	AWS Whitepaper: The Security Design of the AWS Nitro System https://docs.aws.amazon.com/whitepapers/latest/security-design-of-aws-nitro-system/the-components-of-the-nitro-system.html

EXHIBIT B

United States, et al. v. Google LLC

No. 1:23-cv-00108-LMB-JFA

Exhibits Admitted During Liability Trial

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
DTX	7	MSFT-0000008546	MSFT-0000008572	Public	Microsoft Slide Deck (Apr. 4, 2007) Project Dart - Board of Directors Presentation
DTX	37	GOOG-TEX-00806640	GOOG-TEX-00806646	Public	Email (Jan. 8, 2009) From: N. Mohan To: multiple Google recipients Subject: Display / Content Ads - 08 Review and 09 Outlook
DTX	45	GOOG-TEX-00292925	GOOG-TEX-00292926	Public	Email (Apr. 1, 2009) From: S. Spencer To: N. Mohan, S. Wojcicki Subject: Re: ad exchanges
DTX	47	GOOG-AT-MDL-009601472	GOOG-AT-MDL-009601528	Public	Email (Apr. 14, 2009) From: S. Spencer To: J. Heilig CC: A. Corduneanu, N. Mohan, E. Manor, et al. Subject: Re: AdX L&S review Attach: L&S Review Presentation
DTX	59	GOOG-AT-MDL-009610546	GOOG-AT-MDL-009610549	Public	Email (Jan. 6, 2010) From: N. Mohan To: adsense-doubleclick-pm@google.com BCC: multiple Google recipients Subject: Display / Content Ads - Lets Make 2010 Even Better than 2009!
DTX	76	GOOG-DOJ-06571473	GOOG-DOJ-06571480	Public	Email (Jan. 7, 2011) From: N. Mohan To: J. Heilig BCC: multiple Google recipients Subject: Google Display: A Look Back on 2010 and Our Plans for 2011
DTX	80	GOOG-DOJ-13247321	GOOG-DOJ-13247331	Public	Email (Feb. 23, 2011) From: Google Industry Relations To: J. Bellack, J. Berg, J. Chang, et al. CC: multiple Google recipients Subject: IMPORTANT INFO for Googlers Attending IAB Annual Conference, 2/27-3/1 Attach: AdEx_Impact_2pp_CS_d2, AdEx_Pub_2pp_CS, etc. Google Document - White Paper - DoubleClick Ad Exchange

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
DTX	85	GOOG-DOJ-07807539	GOOG-DOJ-07807542	Public	Abrantes-Metz Ex. 12 (with handwritten notes) Email (Apr. 29, 2011) From: S. Spencer To: J. Miller, Z. Goldberg CC: J. Bellack, B. Bender Subject: Re: AwBid - Which networks to buy
DTX	101	GOOG-DOJ-06578105	GOOG-DOJ-06578111	Public	Email (Jan. 11, 2012) From: N. Mohan To: J. Heilig BCC: multiple Google recipients Subject: Google Display: A Look Back on 2011 and Our Plans for 2012
DTX	117	GOOG-DOJ-06818298	GOOG-DOJ-06818445	Public	Email (May 24, 2012) From: A. Shellhammer To: M. Simpson CC: A. Clark, B. Barokas, P. Kapoor, L. Pflager Subject: Re: Programmatic trading Attach: Admeld PX White Paper Digital Final, Invite Playbook, Insights From Buyers and Sellers on the RTB Opportunity, DC Ad Exchange WP; Future of Digital Media Buying; Forrester Wave Sell-Side Platforms; RTB Hits the Mainstream, AdMeld Forrester
DTX	125	GOOG-DOJ-13284614	GOOG-DOJ-13284615	Public	Grow AdX sell-side revenue by making AdX compete with DFP publishers' reserved ads
DTX	126	GOOG-AT-MDL-004433563	GOOG-AT-MDL-004433576	Public	Email (Sep. 21, 2012) From: S. Spencer To: N. Mohan Subject: Fwd: Publisher-Facing External Deck on The Combined AdX-Admeld Platform Attach: Ad_Admeld_Integration_UpdateQ4
DTX	129	GOOG-DOJ-09434884	GOOG-DOJ-09434891	Public	PRD: AWBid Pilot (aka. AWBid PRD v2)
DTX	150	GOOG-DOJ-06583662	GOOG-DOJ-06583667	Public	Email (May 22, 2013) From: Michael Smith To: A. Pappu CC: B. Adams, J. Bellack, S. Spencer, N. Mohan, Fran Ryan, J. Heilig Subject: Re: Dynamic Allocation with other ad servers
DTX	172	GOOG-DOJ-12700489	GOOG-DOJ-12700501	Public	Google Slide Deck (Oct. 21, 2013) - Project Bernanke - Launch Presentation
DTX	173	GOOG-DOJ-03609163	GOOG-DOJ-03609194	Public	Google Slide Deck - Publishers 101

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
DTX	181	OPENX-00013598	OPENX-00013600	Public	Email (Dec. 6, 2013) From: T. Cadogan To: N. Marakovic, A. Braccia, H. Hochhauser CC: J. Gentry, Q. Saifee, N. Cumins, M. Goyal, J. Fairchild, R. Corn Subject: Board Strategy Session Follow-up: Notes and Conclusions
DTX	184	GOOG-DOJ-06605536	GOOG-DOJ-06605538	Public	FB Compete for Ads Strategy 2014
DTX	189	GOOG-AT-MDL-010845138	GOOG-AT-MDL-010845143	Public	Email (Jan. 16, 2014) From: N. Mohan To: J. Heilig Subject: Display Ads in 2013: A Great Year for Users, Advertisers and Publishers
DTX	211	GOOG-DOJ-06589992	GOOG-DOJ-0658995	Public	Email (July 22, 2014) From: N. Mohan To: Display Eng, Mohan-staff-hr; L. Reese, J. Spero, Lucas Watson, P. Schindler CC: S. Ramaswamy, E. Lipkovitz, S. Silver, T. Frankenstein, K. Kanakamedala, J. O'Connor Subject: Display and Video Ads: 2014 Mid-Year Check-in, Strategy Update
DTX	212	GOOG-DOJ-03619484	GOOG-DOJ-03619485	Public	AdX dynamic sell-side rev share (DRS v1) - project description / mini PRD
DTX	213	GOOG-DOJ-06134599	GOOG-DOJ-06134656	Public	Google Slide Deck (Aug. 2014) - Core Team Sellside Review
DTX	214	GOOG-DOJ-09000086	GOOG-DOJ-09000093	Public	Ad Spam 2015 Strategy
DTX	230	GOOG-AT-MDL-019245435	GOOG-AT-MDL-019245440	Public	AWBid Ad Spam Publisher Quality Investigation
DTX	244	VOX 00000004	VOX 00000047	Public	Slide Deck - AdX Business Review Google Vox Media
DTX	259	GOOG-DOJ-11558087	GOOG-DOJ-11558112	Public	Google Slide Deck - Project Simple: insights debrief
DTX	277	GOOG-DOJ-13518329	GOOG-DOJ-13518352	Public	Google Slide Deck (Oct. 23, 2015) - Awbid Update
DTX	278	GOOG-AT-MDL-003530782	GOOG-AT-MDL-003530821	Public	Google Slide Deck (Nov. 2015) - PBS Competitive Intelligence
DTX	298	GOOG-DOJ-13364449	GOOG-DOJ-13364453	Public	Email (Jan. 11, 2016) From: J. Bellack To: A. Pappu Subject: Re: article - trial by fire, how 6 header bidders perform
DTX	308	GOOG-DOJ-03725708	GOOG-DOJ-03725743	Public	Google Slide Deck (Apr. 2016) - Results of Dr. Doom (DRX) and Q2 (AdMob) Product Prioritization
DTX	312	GOOG-DOJ-13235100	GOOG-DOJ-13235120	Public	Abrantes-Metz Ex. 21 (with handwritten notes) Google Slide Deck - Overall Pub Yield With DRS (v2)
DTX	313	GOOG-DOJ-13235100	GOOG-DOJ-13235120	Public	Google Slide Deck - Overall Pub Yield With DRS (v2)

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
DTX	319	TTD_0034464	TTD_0034466	Confidential	Email (Apr. 29, 2016) From: T. Smith To: L. Fassbender, B. Stempeck, R. Perdue CC: J. Dederick, A. Peck, B. Smarsh, J. Patterson, J. Byrne, D. Bratone, H. Umeh Subject: RE: Help w/ a few questions for Nestle RFP Attach: The Trade Deck_ Response
DTX	352	MSFT-LIT-0000072291	MSFT-LIT-0000072296	Public	AppNexus - TTD Partnership
DTX	358	MSFT-LIT-0000029001	MSFT-LIT-0000029030	Highly Confidential - AEO	Risks Related to Our Business and Industry
DTX	365	FBDOJGOOG_00813706	FBDOJGOOG_00813706	Public	Email (Dec. 7, 2016) From: I. Ismailov To: F. Pignataro, C. Hahn, L. Watson, H. Crum Subject: Bidding Strategy Deck v2
DTX	371	GOOG-DOJ-05526944	GOOG-DOJ-05526952	Public	Programmatic Big Bet 2017 Product and Business Strategy
DTX	372	GOOG-DOJ-12848608	GOOG-DOJ-12848633	Public	Google Slide Deck (2017) - Exchange Buying Dynamics: 2017 Quality & Formats Summit
DTX	376	GOOG-DOJ-AT-01027937	GOOG-DOJ-AT-01027977	Public	Google Slide Deck (Jan. 2017) - Header Bidding Observatory #1
DTX	379	MSFT-LIT-000072359	MSFT-LIT-000072361	Public	Satya Outline
DTX	382	NEWSCHOOL-TXCID-00032263	NEWSCHOOL-TXCID-00032272	Public	Email (Jan. 27, 2017) From: S. Layser To: L. Fulton CC: B. Shapior, J. Delvito, E. Ghriskey, K. Phan Subject: Re: New Year, New Revenue with DEFY Media
DTX	384	OPENX-00011420	OPENX-00011437	Public	Slide Deck (Feb. 2017) - Competitive Intelligence: Hub Corporate Strategy
DTX	399	GOOG-DOJ-03648463	GOOG-DOJ-03648511	Public	Google Slide Deck (Mar. 20, 2017) - GMS Project Espresso: UI Insights
DTX	404	NEWSCHOOL-DOJCID-00026134	NEWSCHOOL-DOJCID-00026146	Public	Project Cinderella Analysis - April 2017
DTX	405	GOOG-DOJ-13208758	GOOG-DOJ-13208759	Public	Enhanced Dynamic Allocation Overview
DTX	406	GOOG-DOJ-AT-00493191	GOOG-DOJ-AT-00493264	Public	Google Slide Deck (Apr. 3, 2017) - OPG Competition Training
DTX	422	MSFT-LIT-0000005297	MSFT-LIT-0000005297	Public	Slide Deck - AppNexus Summit
DTX	423	GOOG-DOJ-11839161	GOOG-DOJ-11839162	Public	Amazon Compete Project
DTX	428	GOOG-DOJ-30112917	GOOG-DOJ-30112924	Public	Project Jordan: Overall Project Summary
DTX	435	GOOG-DOJ-14579040	GOOG-DOJ-14579070	Public	Google Slide Deck (May 18, 2017) - Competitive Analysis: Amazon Advertising 101 - Display
DTX	439	CENSUS-ADS-0000029308	CENSUS-ADS-0000029521	Public	2020 Census Integrated Communications Plan: Version 1.0
DTX	463	GOOG-DOJ-13952875	GOOG-DOJ-13952884	Public	Google Slide Deck (Aug. 2017) - Sell-side Competitive Review: Facebook and Amazon
DTX	476	GOOG-DOJ-12508049	GOOG-DOJ-12508069	Public	Google Slide Deck (Sep. 18, 2017) - Long-term strategy to address ad fraud

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
DTX	481	METAGOOG00041092	METAGOOG00041099	Public	Workplace Blog Post (Oct. 6, 2017): J. Jung, State of Bidding Expectations: Quick Note on Pre-Launch Survey
DTX	486	GOOG-DOJ-07802579	GOOG-DOJ-07802620	Public	Google Slide Deck (Nov. 2017) - LCS/Platforms Go-to-Market: GDN operating model
DTX	494	GOOG-DOJ-06223832	GOOG-DOJ-06223856	Public	Google Slide Deck (Nov. 2017) - Competitive Analysis: Advertiser Case Examples: FB vs. Google
DTX	498	FBDOJ012234908	FBDOJ012234926	Public	Optimizing Direct Response Campaigns across Facebook, Instagram & Audience Network
DTX	506	GOOG-AT-MDL-001262306	GOOG-AT-MDL-001262308	Public	Email (Dec. 19, 2017) From: S. Sheffer To: opg-global Subject: OPG 2018 Annual Plan
DTX	510	GOOG-AT-MDL-008928775	GOOG-AT-MDL-008928775	Public	2018 Google Ads P&L
DTX	512	GOOG-AT-MDL-009643893	GOOG-AT-MDL-009643893	Public	Google Spreadsheet - P&L forecasts
DTX	517	OPENX-00001018	OPENX-00001049	Highly Confidential	Slide Deck - Neil-OpenX Discussion
DTX	527	GOOG-DOJ-12634156	GOOG-DOJ-12634207	Public	Google Slide Deck - Amazon Overview
DTX	549	GOOG-DOJ-10519181	GOOG-DOJ-10519302	Public	Google Slide Deck (Apr. 5, 2018) - AdWords Display Overview
DTX	571	GOOG-DOJ-11862779	GOOG-DOJ-11862809	Public	Google Slide Deck (June 27, 2018) - Google Display Network Leadership Summit
DTX	578	GOOG-DOJ-03998505	GOOG-DOJ-03998508	Public	PRD: Unified 1P auction and Pricing
DTX	615	GOOG-DOJ-05282625	GOOG-DOJ-05282671	Public	Google Slide Deck - Bidding in adversarial auctions
DTX	629	CENSUS-ADS-0000709936	CENSUS-ADS-0000709991	Public	PPT Slide Deck (Nov. 5, 2018) Order 15: Media Strategy 2020 Census Integrated Communications Contract
DTX	635	N/A	N/A	Public	Google Security Blog Post (Nov. 27, 2018): P. Bjorke, Industry collaboration leads to takedown of the "3ve" ad fraud operation
DTX	642	METAGOOG00003284	METAGOOG00003290	Public	End-to-End Audience Network Bidding Strategy and Global Dynamic Margin Overview
DTX	655	NEWSCORP-DOJCID-00003014	NEWSCORP-DOJCID-00003017	Public	Deprioritizing Google Ad Exchange
DTX	665	PUBMATIC DOJ-00000132	PUBMATIC DOJ-00000203	Highly Confidential	Slide Deck (Jan. 29, 2019) - Board Meeting
DTX	670	GOOG-DOJ-14946271	GOOG-DOJ-14946287	Public	Competitive Insights/Strategy Proposal
DTX	682	OPENX-00001996	OPENX-00002042	Highly Confidential	Slide Deck (Mar. 2019) - Board Meeting
DTX	695	GOOG-DOJ-11785945	GOOG-DOJ-11785951	Public	Google Slide Deck (January 2018) - Google Display & Video Ads Market Share: Global GTM
DTX	701	GOOG-DOJ-11697964	GOOG-DOJ-11698043	Public	Google Slide Deck (Apr. 18, 2019) - The Unified Auction
DTX	705	GOOG-DOJ-13501237	GOOG-DOJ-13501279	Public	Google Slide Deck (May 2019) - Welcome to Exchange Partnerships Executive Conference 2019

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
DTX	712	FBDOJ012408350	FBDOJ012408377	Public	Email (May 7, 2019) From: L. Malo To: T. Harris, T. O'Day, L. Malo Subject: Message summary Attach: Facebook Slide Deck: Web Analysis - H1 Marketplace Review
DTX	733	GOOG-DOJ-02845394	GOOG-DOJ-02845418	Public	Google Slide Deck (June 12, 2019) - Accelerating Display: AMG offsite pre-read
DTX	754	GOOG-DOJ-04600090	GOOG-DOJ-04600106	Public	Google Slide Deck - Competitive Analysis: Amazon Advertising - Display
DTX	758	GOOG-DOJ-11788944	GOOG-DOJ-11789028	Public	Google Slide Deck - Facebook: GTM Competitive Intelligence
DTX	768	GOOG-DOJ-AT-00571933	GOOG-DOJ-AT-00571935	Public	Email (Aug. 13, 2019) From: N. Korula To: N. Jayaram Subject: Unified Auction Sellside Exec update
DTX	774	GOOG-DOJ-15044036	GOOG-DOJ-15044044	Highly Confidential	Email (Aug. 26, 2019) From: H. Garon To: A. Price, J. Smilde, G. Minguzzi CC: B. Piermont, P. Lee, L. Pursell, Z. Abaumer, Rubicon Exchange Bidding, E. Batscha Subject: Re: Google & Rubicon Weekly Call Agenda - August 15 Attach: Render Rate/Win Rate Graph
DTX	801	GOOG-DOJ-09183023	GOOG-DOJ-09183047	Public	Web - 2020 Product and Business Strategy
DTX	813	FBDOJ012610471	FBDOJ012610472	Public	Email (Oct. 9, 2019) From: N. Morgan To: S. Ryan CC: A. Bowles, A. Berman Subject: Update - Call of Duty - AN Performance and Optimization Strategy
DTX	829	GOOG-DOJ-10493025	GOOG-DOJ-10493027	Public	Email (Nov. 1, 2019) From: S. Hsiao To: D. Dukellis CC: dva-senior-staff; drx-all, drx-pm, drx-eng, drx-pgm, Sell-Side GSL, MAD-PM, etc. M. Pal, M. Lin, A. Khor, L. Li, T. Maurer, S. Nandy, J. Giles, A. Pappu, J. Bellack, J. Bigler, B. Bender, B. Rabii, P. Shodjai, V. Rao, A. Chavez, S. Venkataraman, J. Dischler Subject: [LAUNCHED] Unified First-Price Auction across Ad Manager and AdMob
DTX	843	OPENX-00012883	OPENX-00012939	Highly Confidential	Slide Deck (Dec. 2019) - Board Meeting
DTX	847	MSFT-LIT-0000017793	MSFT-LIT-0000017793	Highly Confidential - AEO	Slide Deck - Why "Microsoft Advertising?" What is "Microsoft Advertising?" What is MSAN?
DTX	856	GOOG-AT-MDL-008928777	GOOG-AT-MDL-008928777	Public	Google Ads P&L 2020

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DTX	879	GOOG-AT-MDL-009703454	GOOG-AT-MDL-009703493	Public	Google Slide Deck (Jan. 21, 2020) - Executive Summary - Amazon Sell-side Update
DTX	903	CENSUS-ADS-0000204155	CENSUS-ADS-00002041556	Public	Email (Mar. 3, 2020) From: J. Benson To: K. Bower CC: A. Hughes, E. Damour Subject: FW: Census Unique Reach Reporting
DTX	929	CENSUS-ADS-0000094975	CENSUS-ADS-0000095010	Public	Slide Deck (May 1, 2020) - 2020 Census Integrated Communications Campaign Update: Congressional Staff Briefing
DTX	939	MSFT-LIT-0000002154	MSFT-LIT-0000002155	Public	Xandr POV: End-to-end Tech Stack Document
DTX	940	OMC-GOOG-00113705	OMC-GOOG-00113730	Confidential	Slide Deck - Evolving the Role of Programmatic
DTX	961	GOOG-DOJ-AT-01451479	GOOG-DOJ-AT-01451494	Public	Google Slide Deck (July 2020) - Criteo Competitive Training
DTX	994	USPS-ADS-0000632284	USPS-ADS-0000632285	Public	Email (Sep. 2, 2020) From: A. Meehan To: B. Pasco, S. Starr, C. Winters, D. Blockinger, L. Banks CC: A. Della, S. Mojica, E. Greene Subject: [EXTERNA;] RE: Political Mail October Budget Recommendation
DTX	997	NYT TXAG 00000108	NYT TXAG 00000115	Public	Slide Deck - Index Exchange Bidder Test Results
DTX	1016	GOOG-DOJ-AT-01152493	GOOG-DOJ-AT-01152556	Public	Google Slide Deck - Supply Path Optimization (SPO): A guide to navigating supply in today's complex ecosystem
DTX	1030	GOOG-AT-MDL-009406248	GOOG-AT-MDL-009406261	Public	Google Slide Deck - 2020 Census: Media Strategy & Impact Summary December 2020
DTX	1045	GROUPM 00000226	GROUPM 00000286	Public	U.S. Media Landscape Q2 2021 Presentation
DTX	1053	GOOG-AT-MDL-009703214	GOOG-AT-MDL-009703225	Highly Confidential	Google Slide Deck (Jan. 20, 2021) - The Trade Desk - Competitive overview
DTX	1074	CENSUS-ADS-0000687538	CENSUS-ADS-0000687586	Public	Email (Mar. 3, 2021) From: J. Cole To: K. Reynolds Subject: Deliverable: OR 8 Final Report
DTX	1083	MSFT-LIT-0000028835	MSFT-LIT-0000028835	Highly Confidential - AEO	Slide Deck - Xandr Ad Server Supplement
DTX	1091	MSFT-LIT-0000033249	MSFT-LIT-0000033254	Highly Confidential - AEO	Document re Auction Mechanics
DTX	1126	GOOG-DOJ-AT-02427435	GOOG-DOJ-AT-02427436	Public	Reduce AdX Dynamic Revshare Holdback to 5%
DTX	1129	MSFT-LIT-0000039449	MSFT-LIT-0000039449	Highly Confidential - AEO	Slide Deck - Google Import Feature Guide
DTX	1132	GOOG-AT-MDL-007452487	GOOG-AT-MDL-007452527	Public	Slide Deck (September 2021) - ALCS 2022 Planning - 2022 Priorities
DTX	1151	OMD_000236	OMD_000421	Highly Confidential - AEO	Slide Deck (Oct. 25, 2021) - 21 NMTF - FY22 Paid National Media Tactical Recommendation

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DTX	1165	GOOG-AT-MDL-001950473	GOOG-AT-MDL-001950510	Public	Google Slide Deck (Dec. 2021) - Display Ads Finance - APF Homesite Dec'21
DTX	1169	GOOG-AT-MDL-006192360	GOOG-AT-MDL-006192366	Public	GPX: Tuneln (GP21-089)
DTX	1172	ARMY-ADS-0000187048	ARMY-ADS-0000187065	Highly Confidential	Slide Deck (Dec. 10, 2021) - The U.S. Army - FY21 Q4 Marketing Mix Modeling: National Paid Media Utilization Assessment
DTX	1179	CRITEO_GOOGLELIT_00000 04426	CRITEO_GOOGLELIT_000000 4432	Public	Audience Battlecards Presentation Commerce Growth Competitors for Audiences H1 2022
DTX	1182	GOOG-AT-MDL-004022802	GOOG-AT-MDL-004022805	Public	2022 Ads Safety Report
DTX	1186	GOOG-AT-MDL-009484066	GOOG-AT-MDL-009484089	Public	Google Slide Deck (2022) - Ads Safety Report
DTX	1188	GOOG-AT-MDL-013435568	GOOG-AT-MDL-013435592	Public	Google Slide Deck (Q1 2022) - TikTok Competitive Overview: TikTok's Growing Ad Business
DTX	1203	MSFT-LIT-00000002659	MSFT-LIT-00000002675	Highly Confidential	Slide Deck (Dec. 2021) - Xandr: 12/3/21: Deck Final. No Edits.
DTX	1207	TWDC GOOG 0033439	TWDC GOOG 00033527	Highly Confidential	Disney Ad Sales - Everything Digital Guide Slide Deck (Feb. 2022)
DTX	1214	GOOG-AT-MDL-008671503	GOOG-AT-MDL-008671553	Public	Slide Deck: Team DDB, AEMO + Google - Joint Business Partnership FY22
DTX	1248	GOOG-AT-MDL-009759401	GOOG-AT-MDL-009759446	Public	Google Slide Deck (Apr. 25, 2022) - FBR Pep Rally: Performance Max
DTX	1257	N/A	N/A	Public	Criteo Investor Presentation (May 2022)
DTX	1282	MSFT-LIT-0000000223	MSFT-LIT-0000000292	Highly Confidential	Slide Deck (June 2022) - Future of Advertising
DTX	1288	MSFT-LIT-0000030367	MSFT-LIT-0000030367	Highly Confidential - AEO	Presentation "Advertising at Microsoft Before June 7th 2022"
DTX	1303	N/A	N/A	Public	Microsoft Advertising Blog Post (June 30, 2022): M. Harwood, 10 reasons why the Microsoft Audience Network is a must-buy
DTX	1335	CENSUS-ADS-0000710075	CENSUS-ADS-0000710081	Public	Email (Sep. 2, 2022) From: K. Johnson To: A. Chong Subject: Re: 2020 Paid Advertising Campaign: Paid Media Documents Request Attach: 2020 ICC MAFs (1); 2020 ICC MAFs; 2020 ICC MAFs; 2020 ICC MAFs
DTX	1340	USPS-ADS-0000620144	USPS-ADS-0000620145	Highly Confidential	Email (Sep. 14, 2022) From: B. Pasco To: L. Ernst CC: J. Tapia Subject: Avoid Surcharge Optimization
DTX	1343	CENSUS-ADS-0000248031	CENSUS-ADS-0000248186	Public	Email (Sep. 14, 2022) From: K. Johnson To: K. Anderson Re: Census Media 101 Deck Attach: Census Media 101 Deck

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DTX	1367	MSFT-LIT-0000073440	MSFT-LIT-0000073440	Highly Confidential - AEO	Slide Deck - Netflix Status, "Halo Effects" & CTV
DTX	1374	TWDC_GOOG_00076919	TWDC_GOOG_00076941	Highly Confidential	Yield Optimized Delivery Allocation (Y.O.D.A) - Product Requirement Document
DTX	1376	MSFT-LIT-0000003426	MSFT-LIT-0000003429	Public	Xandr in Microsoft - Product Synergies Sneak Peek Presentation (Nov. 2022)
DTX	1384	MSFT-LIT-0000004160	MSFT-LIT-0000004163	Public	Slide outline "Xandr in Microsoft Product Synergy Slides - Phase 2 - For Buyers - Talk Track"
DTX	1403	CENSUS-ADS-0000245053	CENSUS-ADS-0000245055	Public	Email (Dec. 7, 2022) From: L. Velez To: S. Scheid, K. Johnson CC: L. Sewell Subject: RE: Question about adding requirements to decennial census advertising contracts to assist with future research
DTX	1420	N/A	N/A	Public	Criteo 10-K (for the Fiscal Year Ended December 31, 2022)
DTX	1429	GOOG-AT-MDL-004685078	GOOG-AT-MDL-004685119	Public	Slide Deck: Team DDB, AEMO + Google - 2023 Partnership + 2024 Planning
DTX	1464	CENSUS-ADS-0000244816	CENSUS-ADS-0000244818	Public	Email (Jan. 17, 2023) From: J. Benson To: K. Johnson CC: J. Lee, kmccaffrey@reingold.com Re: Fwd: Question re: Digital Ads for 2020 Attach: AIAN MAF Digital Incremental for NRFU MAF
DTX	1480	N/A	N/A	Public	Meta 10-K for 2022
DTX	1484	N/A	N/A	Public	Trade Desk, Inc. 10-K (FY 2022)
DTX	1487	MSFT-LIT-0000015843	MSFT-LIT-0000015894	Public	Slide Deck - Publishers Adserver
DTX	1490	GOOG-AT-MDL-009480774	GOOG-AT-MDL-009480784	Public	Alejandro Borgia - 2022 Ads Safety Report Training
DTX	1496	VOX_00000256	VOX_00000274	Public	Email thread of internal communication re updates regarding an SSP launch
DTX	1499	GROUPM 00000350	GROUPM 00000413	Public	Programmatic 201 Programmatic Approach Presentation (Mar. 2023)
DTX	1508	GOOG-AT-MDL-009017857	GOOG-AT-MDL-009017877	Public	Google Slide Deck - Display P&L Overview
DTX	1511	GOOG-AT-MDL-011642767	GOOG-AT-MDL-011642768	Public	Email (Mar. 14, 2023) From: C. Keeler To: P. Cines CC: OPA NA acquisitions, S. Sheffer, N. Sajous, S. Peros, OPG Americas Functional Leads, V. Sinaniyev, A. Pasha, N. Wolf, et al. Subject: Re: [OPG-NA-Acquisitions] Amazon's IMDb - Deal Closed!

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DTX	1514	GOOG-AT-MDL-009760897	GOOG-AT-MDL-009760974	Public	Google Slide Deck (March 14, 2023) - Learn with ASAP Google Marketing Platform Foundations
DTX	1524	MSFT-LIT-0000062147	MSFT-LIT-0000062147	Confidential	Slide Deck - Welcome to Microsoft Advertising
DTX	1544	CRITEO_GOOGLELIT_0000000693	CRITEO_GOOGLELIT_0000000719	Highly Confidential	BidSwitch Product Proposals
DTX	1599	N/A	N/A	Public	https://www.nytimes.com/ads.txt
DTX	1616	N/A	N/A	Public	Buzzfeed Ads.txt file
DTX	1700	N/A	N/A	Public	Digital Advertising Glossary Criteo
DTX	1733	N/A	N/A	Public	Ad Management Partners List of partners with whom Mediavine may share data
DTX	1734	N/A	N/A	Public	Ad Capabilities Document Programmatic capabilities and ad units available through Mediavine
DTX	1755	N/A	N/A	Public	Hand-drawn Microsoft ecosystem post Xandr acquisition and Netflix deal
DTX	1756	N/A	N/A	Public	Microsoft Website page Reach audiences across screens with premium advertising
DTX	1757	N/A	N/A	Public	Microsoft Advertising Ecosystem diagram
DTX	1771	N/A	N/A	Public	Partner Guidelines - Google Ad Manager Help
DTX	1813	VOX_00000326	VOX_00000334	Public	Memo regarding concert impressions outlining the background, state of the business, where the growth is coming from, etc.
DTX	1824	NYTGOOGADTECH000004	NYTGOOGADTECH0000019	Highly Confidential	Ad Leadership Update - March 4 Advertising & Marketing Solutions
DTX	1827	N/A	N/A	Public	Israel Report Figure 6: Google Display Ads Privacy and Safety Engineering Expenditures, 2017-2022
DTX	1828	N/A	N/A	Public	Israel Report Figure 7: U.S. Display Ad Spending, 2008-2022
DTX	1829	N/A	N/A	Public	Israel Report Figure 8: U.S. Display Ad Spending by Social vs. Non-Social Advertising, 2008-2022
DTX	1831	N/A	N/A	Public	Israel Report Figure 10: U.S. Display Ad Spending by Environment, 2013-2022
DTX	1833	N/A	N/A	Public	Israel Report Figure 12: U.S. Adult Internet Users' Fraction of Time Spent with Non-Social, Non-Video Content Accessed via Desktop, Laptop, or Mobile Browser, 2010-2022
DTX	1837	N/A	N/A	Highly Confidential	Israel Report Figure 16: Competition with Google Ads in Google Ad Manager Auction Data
DTX	1839	N/A	N/A	Highly Confidential	Israel Report Figure 18: Google Ads and DV360 Share of U.S. Indirect Open Web Display (Non-Video) Advertiser Buying Tool Spending, 2019-2022
DTX	1840	N/A	N/A	Highly Confidential	Israel Report Figure 19: Microsoft Audience Network U.S. Spending, Apr 2020-2022
DTX	1847	N/A	N/A	Public	Israel Report Figure 26: Google Fitbit Quarterly Display Advertising Spend Distribution
DTX	1848	N/A	N/A	Public	Israel Report Figure 27: Comcast Xfinity Internet Display Ad Spending, 2015-2022

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DTX	1853	N/A	N/A	Highly Confidential	Israel Report Figure 32: The Share of Mea De-Anonymized Advertiser U.S. Facebook and Instagram Ad Spending Accounted for by Advertisers Also Using Google Ads, 2022
DTX	1854	N/A	N/A	Public	Israel Report Figure 33: Google Ads U.S. Non-Video Display Ad Spending by Apps vs. Web, 2012-2022
DTX	1855	N/A	N/A	Public	Israel Report Figure 34: Distribution of Google Ads U.S. Non-Video Display Ad Spending by Advertiser Use of App and Web Advertising, 2022
DTX	1857	N/A	N/A	Public	Israel Report Figure 36: Google Ads U.S. Web Display Ad Spending in Instream Video vs. Other Display, 2013-2022
DTX	1858	N/A	N/A	Public	Israel Report Figure 37: Distribution of Google Ads U.S. Web Display Ad Spending by Advertiser Use of Instream Video and Other Display Advertising, 2022
DTX	1860	N/A	N/A	Public	Israel Report Figure 39: Google's Share Among Advertiser Buying Tools for All U.S. Display Advertising, 2019-2022
DTX	1863	N/A	N/A	Public	Israel Report Figure 42: Prof. Lee's Exchange Share Estimates Indicate Significant Competition
DTX	1865	N/A	N/A	Public	Israel Report Figure 45: Distribution of U.S. DFP Impressions by Publisher Use of Direct and Indirect Sales, 2022
DTX	1868	N/A	N/A	Public	Israel Report Figure 48: Google's Share Among Ad Exchanges for All U.S. Display Advertising, 2019-2022
DTX	1869	N/A	N/A	Public	Israel Report Figure 49: U.S. Adult Internet Users' Time Spent on Apps vs. Mobile Web, 2010-2022
DTX	1872	N/A	N/A	Highly Confidential	Israel Report Figure 52: Google's Publisher Ad Server Share Including Selected In-House Ad Servers, by Approximate U.S. Ad Spending, 2019-2022
DTX	1873	N/A	N/A	Public	Israel Report Figure 53: Google's Share Among Publisher Ad Servers for All U.S. Display Advertising, 2019-2022
DTX	1874	N/A	N/A	Public	Israel Report Figure 54: The Percentage of U.S. Display Ad Spending Accruing to Selected Industry Participants, 2008-2022
DTX	1875	N/A	N/A	Public	Israel Report Figure 55: Google's Approximate Share in Single Two-Sided Market for U.S. Display Advertising, 2008-2022
DTX	1877	N/A	N/A	Public	Israel Report Figure 57: AdX and Google Ads Share of DFP Indirect Web Display (Non-Video) Impressions, 2019-2022]
DTX	1881	N/A	N/A	Public	Israel Report Figure 64: Google Display Engineering Expenditures, 2017-2022
DTX	1882	N/A	N/A	Public	Israel Report Figure 65: Google Ads Display Spending by Bidding Strategy, 2005-2022
DTX	1883	N/A	N/A	Public	Israel Report Figure 66: Google Display Product Launches from Ariane Launch Calendars, 2016-2022
DTX	1884	N/A	N/A	Public	Israel Report Figure 67: U.S. Display Ad Spending vs. Projections, 2008-2022

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DTX	1886	N/A	N/A	Public	Israel Report Figure 69: Ad Tech Fees as a Percentage of Ad Spending, 2014-2022
DTX	1887	N/A	N/A	Public	Israel Report Figure 70: DFP Fee Trends, Feb 2014-Dec. 2022
DTX	1888	N/A	N/A	Public	Israel Report Figure 71: AdX Fee Trends, Jul 2014-Dec. 2022
DTX	1889	N/A	N/A	Public	Israel Report Figure 72: Google Ads Fee Trends, Aug 2015-Dec. 2022
DTX	1891	N/A	N/A	Highly Confidential	Israel Report Figure 74: Advertiser Buying Tool Average Fees, 2020-2022
DTX	1892	N/A	N/A	Highly Confidential	Israel Report Figure 75: Ad Exchange Average Fees, 2020-2022
DTX	1893	N/A	N/A	Highly Confidential	Israel Report Figure 76: Combined Advertiser Buying Tool and Exchange Fees, 2020-2022
DTX	1895	N/A	N/A	Public	Israel Report Figure 78: U.S. Average AdX Publisher RPM, Jan 2014-Dec. 2022
DTX	1896	N/A	N/A	Public	Israel Report Figure 79: U.S. Average Google Ads Advertiser CTR, Jan 2012-Dec. 2022
DTX	1897	N/A	N/A	Public	Israel Report Figure 80: U.S. Average Google Ads Advertiser CPC, Jan 2012-Dec. 2022
DTX	1898	N/A	N/A	Public	Israel Report Figure 81: Percentage of DFP U.S. Indirect Web Impressions Won by Header Bidding, Jul 2018-Dec. 2022
DTX	1900	N/A	N/A	Public	Israel Report Figure 83: Prof. Lee's Estimates Indicate That Any Possibly "Unique" Part of Google Ads Does Not Account for a Significant Percentage of Impressions Transacted Through Exchanges
DTX	1901	N/A	N/A	Public	Israel Report Figure 84: Most-Visited Web Properties in the United States, 2022
DTX	1902	N/A	N/A	Public	Israel Report Figure 85: Advertiser Multi-homing across Buying Tools on AdX, 2022
DTX	1904	N/A	N/A	Public	Israel Report Figure 88: DFP Publisher Multi-homing across Exchanges, 2022
DTX	1907	N/A	N/A	Public	Israel Report Figure 91: Google Ads U.S. Spending via Third-Party Exchanges, 2015-2022
DTX	1912	N/A	N/A	Public	Israel Report Figure 98: DFP Rate Cards, 2006-2022
DTX	1915	N/A	N/A	Public	Israel Report Figure 102: U.S. Social Media Display Ad Spending, 2008-2022
DTX	1916	N/A	N/A	Public	Israel Report Figure 103: U.S. Retail Media Display Ad Spending, 2018-2022
DTX	1917	N/A	N/A	Public	Israel Report Figure 104: U.S. Video Display Ad Spending, 2008-2022
DTX	1918	N/A	N/A	Public	Israel Report Figure 105: U.S. Desktop/Laptop Display Ad Spending, 2012-2022
DTX	1920	N/A	N/A	Public	Israel Report Figure 107: U.S. Mobile In-App Display Ad Spending, 2013-2022
DTX	1922	N/A	N/A	Public	Israel Report Figure 109: U.S. Connected TV Display Ad Spending, 2017-2022

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DTX	1923	N/A	N/A	Public	Israel Report Figure 110: U.S. Direct Display Ad Spending, 2013-2022
DTX	1924	N/A	N/A	Public	Israel Report Figure 111: U.S. Indirect Display Ad Spending, 2013-2022
DTX	1925	N/A	N/A	Public	Israel Report Figure 112: U.S. Meta Display Ad Revenue, 2008-2022
DTX	1926	N/A	N/A	Public	Israel Report Figure 113: U.S. Amazon Display Ad Revenue, 2008-2022
DTX	1927	N/A	N/A	Public	Israel Report Figure 114: U.S. TikTok Display Ad Revenue, 2019-2025
DTX	1928	N/A	N/A	Public	Israel Report Figure 115: U.S. Google Display Ad Revenue, 2008-2022
DTX	1931	N/A	N/A	Public	Israel Report Figure 118: Google Pixel Phones Quarterly Display Advertising Spend Distribution
DTX	1932	N/A	N/A	Public	Israel Report Figure 119: Google Play Store Quarterly Display Advertising Spend Distribution
DTX	1949	N/A	N/A	Highly Confidential	Israel Report Figure 136: Shares Among Ad Exchanges for All U.S. Display Advertising, 2022
DTX	1954	N/A	N/A	Public	Israel Report Figure 141: Percentage of U.S. DFP Publishers Paying Ad Serving Fees, 2022
DTX	1969	N/A	N/A	Public	Israel Report Figure 156: U.S. Display Ad Revenue by Company, 2010-2022
DTX	1970	N/A	N/A	Highly Confidential	Israel Report Table 1: AdX Spending Patterns for Selected Advertisers, 2019-2022
DTX	1971	N/A	N/A	Public	Israel Report Table 2: Google Ads and DV360 Spending by Advertiser Size, 2022
DTX	1972	N/A	N/A	Public	Israel Report Table 3: Omnicom Top 25 Clients' Spending via Selected Ad Tech Tools and Social Media Advertising, 2019-2022
DTX	1974	N/A	N/A	Highly Confidential	Israel Report Table 5: Advertisers With At Least \$1 Million in 2022 TikTok Advertising Spending Among the Top 50 2022 U.S. Google Ads Advertisers
DTX	1977	N/A	N/A	Public	Israel Report Table 8: DFP, AdX, and Google Ads Average Prices Over Time
DTX	1978	N/A	N/A	Public	Israel Report Table 10: Most Google Ads Display Spending Comes from the Largest Advertisers, 2022
DTX	1986	N/A	N/A	Public	Israel Report Table 19: Estimates of Publisher Revenue Effects from Losing Access to Google Ads Advertisers
DTX	2043	N/A	N/A	Highly Confidential	Chevalier Report Appendix Exhibit 3: Monthly Gross Revenue by ADX and Competing Exchanges Based on the Simcoe Report U.S. Transactions October 2018 - September 2021
DTX	2066	N/A	N/A	Highly Confidential	Chevalier Report Figure 10: Worldwide Average Revenue Shares of Competing Exchanges Considered by Prof. Simcoe (Jan. 2019 – Mar. 2023)

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
DTX	2069	N/A	N/A	Highly Confidential	Chevalier Report Figure 13: U.S. Monthly Average Revenue Shares by Exchange (Jan. 2016 – Mar. 2023)
DTX	2071	N/A	N/A	Highly Confidential	Chevalier Report Figure 15: U.S. Comparison of Google Full-Stack Revenue Shares to Competitors Full-Stack Revenue Shares (Jan. 2019 – Mar. 2023)
DTX	2077	N/A	N/A	Public	Milgrom Report Figure 2: Timeline of Google's Product Evolution
DTX	2077A	N/A	N/A	Public	Milgrom Report Figure 2: Timeline of Google's Product Evolution (With Markups)
DTX	2085	N/A	N/A	Public	Milgrom Report Figure 15: External data from eMarketer suggests that the adoption of header bidding by publishers was not negatively impacted by introduction of Open Bidding.
DTX	2085A	N/A	N/A	Public	Milgrom Report Figure 15: External data from eMarketer suggests that the adoption of header bidding by publishers was not negatively impacted by introduction of Open Bidding.
DTX	2526	N/A	N/A	Highly Confidential	Footnote Excerpts from Expert Report of Gabriel Weintraub
DTX	2530	DM_GOOG_0032255	DM_GOOG_0032257	Highly Confidential	Email from J.Gan to D. Mazilo et al re Activated - re: Unified EB Pricing Rules - Alpha
DTX	2532	N/A	N/A	Highly Confidential	Figure 16: AdX Revenues and AdX Actual Take for FAA Pathways January 25, 2019 - January 24, 2023
DTX	2533	N/A	N/A	Highly Confidential	Israel Report Table 1: AdX Spending Patterns for Selected Advertisers, 2019-2022
DTX	2535	N/A	N/A		Curriculum Vitae of Judith A. Chevalier
DTX	2537	N/A	N/A		Curriculum Vitae of Mask Israel
DTX	2536	N/A	N/A		Curriculum Vitae of Paul Robert Milgrom
PTX	14	GOOG-DOJ-13010240	GOOG-DOJ-13010284	Public	Email (Mar. 17, 2007) From: J.Harinstein To: A.Kinnier; S.Wojcicki CC: N/A Subject: Fwd: FW: DoubleClick Follow-up Materials Attach: N/A
PTX	15	GOOG-DOJ-01823990	GOOG-DOJ-01823992	Public	Email (Mar. 23, 2007) From: D.Drummond To: google_bod@google.com CC: J.Harinstein; M.Sucherman; S.Ullah; D.Harrison Subject: Project Liberty - CONFIDENTIAL Attach: Project Liberty Revisited EMG Deal Review Dated: 5/19/2007

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	22	GOOG-DOJ-01718725	GOOG-DOJ-01718726	Public	Email (May 17, 2008) From: E.Naughton To: tim@google.com; panry@google.com; M.Evans; J.Braddi; kimscott@google.com; S.Sheffer CC: N/A Subject: Fwd: Latest version of presentation for Product GPS Attach: Google Ad Exchange; Product GPS Review Meeting; May 16th, 2008
PTX	32	GOOG-DOJ-02133916	GOOG-DOJ-02133917	Public	Email (Sep. 03, 2008) From: J.Braddi To: N.Mohan CC: S.Wojcicki Subject: RE: Display Strategy Status and Next Steps Attach: N/A
PTX	36	GOOG-AT-MDL-009597305	GOOG-AT-MDL-009597305	Public	Email (Jan. 31, 2009) From: N.Mohan To: J.Skakkebaek; J.Bellack; S.Spencer; B.Bender CC: N/A Subject: Fwd: doubleclick API/integration question Attach: N/A
PTX	41	GOOG-DOJ-02148005	GOOG-DOJ-02148007	Public	Email (Mar. 23, 2009) From: N.Mohan To: N.Arora CC: S.Wojcicki; A.Lambert; D.Woodside; H.Castro Subject: Re: sale reductions. Attach: N/A
PTX	44	GOOG-AT-MDL-009398913	GOOG-AT-MDL-009398915	Public	Email (Apr. 21, 2009) From: N.Mohan To: S.Spencer CC: J.Hellig; J.Huber; S.Wojcicki Subject: Re: OpenX Market Launches! Attach: N/A
PTX	46	GOOG-AT-MDL-012522095	GOOG-AT-MDL-012522099	Public	Email (Jun. 25, 2009) From: N.Mohan To: J.Bellack CC: B.Bender; A.Paparo; adsense-doubleclick-pm; J.Hellig; N.Weiss Subject: Re: [adsense-doubleclick-pm] Re: Fwd: PubMatic Transforms Online Publisher Ad Sales with Ad Price Prediction Attach: N/A

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	51	GOOG-DOJ-02162723	GOOG-DOJ-02162727	Public	Email (Apr. 06, 2010) From: jagduggal@google.com To: susan@google.com CC: N/A Subject: OCQ Meeting Notes Attach: N/A
PTX	56	GOOG-TEX-00101776	GOOG-TEX-00101821	Public	Email (Jan. 21, 2011) From: K.Sugiura To: C.LaSala CC: N/A Subject: FYI - Ad mediators and yield management Attach: AdX Competitive Review 8.23.10 v3 FINAL.pptx
PTX	58	GOOG-TEX-00812799	GOOG-TEX-00812804	Public	Email (Oct. 11, 2010) From: N.Mohan To: J.Harinstein CC: N/A Subject: Re: how are we doing building out our YM services capability? Attach: N/A
PTX	59	GOOG-AT-MDL-009620077	GOOG-AT-MDL-009620077	Public	Email (Oct. 18, 2010) From: N.Mohan To: B.Salzman CC: N/A Subject: adx in buy side team Attach: N/A
PTX	60	GOOG-TEX-00041486	GOOG-TEX-00041492	Public	Email (Oct. 18, 2010) From: N.Mohan To: J.Bellack CC: S.Spencer Subject: Re: Yield Management Attach: N/A
PTX	66	GOOG-DOJ-06573528	GOOG-DOJ-06573530	Public	Email (Feb. 18, 2011) From: monetization-pm@google.com To: zgoldberg@google.com CC: B.Bender; J.Miller; J.Bellack; S.Spencer Subject: [Monetization-pm] Re: AdWorks Cross Exchange Buying Update Attach: N/A

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	85	GOOG-DOJ-13257712	GOOG-DOJ-13257734	Public	Email (Jun. 16, 2011) From: J.Bellack To: L.Cordier CC: N/A Subject: YM plan docs Attach: 10905c Yield Management v04.pptx
PTX	88	GOOG-DOJ-02139596	GOOG-DOJ-02139615	Public	Google Document September 9, 2010: Strategy Sync
PTX	103	GOOG-DOJ-03870086	GOOG-DOJ-03870087	Public	Email (Jul. 26, 2012) From: W.Kim To: B.Bender CC: N/A Subject: Fwd: adding tiers 7,8 inventory to AdX Attach: N/A
PTX	110	GOOG-DOJ-05247075-0001	GOOG-DOJ-05247153-0079	Public	Google Document Display Strategy Working Document
PTX	112	GOOG-DOJ-10590974	GOOG-DOJ-10590998	Public	Google Document Project 17 (AdMeld and PubMatic)
PTX	113	GOOG-DOJ-13283803	GOOG-DOJ-13283805	Public	Google Document Growing AdX
PTX	114	GOOG-TEX-00076049	GOOG-TEX-00076050	Public	Email (Sep. 10, 2012) From: M.Theermann To: S.Spencer; A.Bhandari CC: C.LaSala; D.Kang Subject: AdX Mobile Stand Alone Attach: N/A
PTX	116	GOOG-TEX-00034461	GOOG-TEX-00034463	Public	Email (Sep. 12, 2012) From: C.LaSala To: M.Theermann CC: N/A Subject: Fwd: AdX Mobile Stand Alone Attach: N/A
PTX	118	GOOG-AT-MDL-012478322	GOOG-AT-MDL-012478324	Public	Email (Oct. 31, 2012) From: C.LaSala To: M.Theermann CC: M.DelRe Subject: Re: urgent input for bonita meeting today Attach: N/A

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	124	GOOG-DOJ-15600216	GOOG-DOJ-15600218	Public	Email (Jan. 30, 2013) From: S.Spencer To: K.Zandbergen CC: D.Bradstock Subject: Re: TMG, AdX, AFC and....Rubicon Attach: N/A
PTX	128	GOOG-TEX-00149044	GOOG-TEX-00149048	Public	Email (Mar. 22, 2013) From: S.Spencer To: M.Pal CC: E.Manor; D.Bradstock; R.Spivak; A.Pappu Subject: Re: AdX TOS effectively prohibits publisher from using an adserver Attach: N/A
PTX	132	GOOG-DOJ-13295787	GOOG-DOJ-13295789	Public	Google Document AdWods cross-exchange bidding
PTX	141	GOOG-DOJ-03606441	GOOG-DOJ-03606451	Public	Google Document Admeld Product and Client Migration - Comms Doc
PTX	144	GOOG-DOJ-04407434	GOOG-DOJ-04407444	Public	Google Document Buy-Side - Publisher Display Summit Pre-Work Document
PTX	159	GOOG-DOJ-03610002	GOOG-DOJ-03610004	Public	Google Document AdX Comms: Server Side Interface for 3rd party ad server dynamics allocations
PTX	174	GOOG-DOJ-06831630	GOOG-DOJ-06831679	Public	Google Presentation Big Rocks: DFP / AdX / AdMob
PTX	183	GOOG-DOJ-04992716	GOOG-DOJ-04992719	Public	Email (Jun. 12, 2014) From: S.Silver To: E.Lipkovitz CC: O.Zamir; S.Ranaswamy Subject: Re: slidedeck on how DBM vs GDN vs AWBID is being pitched internally Attach: N/A
PTX	188	GOOG-AT-MDL-003839960	GOOG-AT-MDL-003840032	Public	Google Presentation Ad Platforms Pricing Review
PTX	195	GOOG-DOJ-15199343	GOOG-DOJ-15199345	Public	Email (Jul. 31, 2014) From: C.Harris To: E.Lipkovitz CC: N/A Subject: Fwd: Adding more buyers to the exchange Attach: N/A

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	198	GOOG-DOJ-15627703	GOOG-DOJ-15627705	Public	Email (Sep. 8, 2014) From: J.Land To: S.Spencer CC: D.Bradstock Subject: Re: Attach: N/A
PTX	199	GOOG-DOJ-07227229	GOOG-DOJ-07227249	Public	Google Presentation AWBid Update for DMPM
PTX	208	GOOG-DOJ-12768541	GOOG-DOJ-12768569	Public	Google Presentation AdWords Cross-Exchange Buying (AWBid)
PTX	209	GOOG-DOJ-06592338	GOOG-DOJ-06592340	Public	Email (Dec. 4, 2014) From: M.Loubser To: S.Silver; N.Mohan; E.Lipkovitz CC: A.Pappu; B.Rabii; J.Bellack; S.Spencer; W.Kim; J.Land; J.Flannery O'Connor; M.Lin; J.Giles; M.Pai Subject: AdX Dynamic Revenue Share - requesting VP Launch Approval by email Attach: N/A
PTX	234	GOOG-TEX-00116236	GOOG-TEX-00116241	Public	Email (Jun. 21, 2015) From: D.Bradstock To: J.Bellack; B.Rowley; J.Sehrt; C.Berliat; A.Shellhammer CC: A.Grabinsky; M.Sarlo Dauwalter; C.LaSala; D.Miller; D.Goodman; D.Gogate; J.Grateau; S.Spencer; A.Pappu; M.Loubser Subject: Re: Technorati Releases Tech To Manage Multiple Header Bidding Partners Attach: N/A
PTX	238	GOOG-DOJ-12710607	GOOG-DOJ-12710615	Public	Email (Aug. 4, 2015) From: J.Bellack To: A.Grabinsky CC: N.Korula; D.Bradstock; J.Giles; B.Mirrokni; M.Blais; M.Sarlo Dauwalter; Y.Xiong; A.Pappu; N.Thron; drx-eng-mgrs@google.com; drx-insights@google.com; drx-quality@google.com; drx-indirect@google.com; drx-eng-leads@google.com; B.Rowley; D.Goodman; J.Grateau; M.Loubser; C.LaSala; R.Freyman; R.Ruju; C.Delattre Subject: Re: [xfp-optimization-trch] Re: Fwd: The Rise of 'Header Bidding' And The End Of The Publisher Waterfall AdExchanger Attach: N/A

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	239	GOOG-TEX-00102812	GOOG-TEX-00102823	Public	Email (Aug. 5, 2015) From: A.Grabinsky To: T.Schreiber CC: M.Sarlo Dauwalter; C.LaSala; R.Ruju; C.Delattre; A.Rimmen; B.Rowley; P.Peyronnet; emea-gpsi-leads@google.com Subject: Re: [xfp-optimization-trch] Re: Fwd: The Rise of 'Header Bidding' And The End Of The Publisher Waterfall AdExchanger Attach: N/A
PTX	254	GOOG-TEX-00089237	GOOG-TEX-00089240	Public	Email (Oct. 13, 2015) From: C.LaSala To: C.DiNatali CC: B.Rowley; L.Lehman Subject: Re: The REAL Header Bidding Threat... Attach: N/A
PTX	264	GOOG-DOJ-04329872	GOOG-DOJ-04329873	Public	Email (Nov. 10, 2015) From: E.Lipkovitz To: W.Kim; T.Maurer; J.Land; N.Jayaram; A.Amini; D.Goodman; J.Bellack; B.Rabii; E.Goh; J.Shanmugasundaram; P.Shodjai CC: S.Silver; N.Mohan Subject: AWBid discussion today Attach: N/A
PTX	275	GOOG-TEX-00089490	GOOG-TEX-00089496	Public	Google Document Yield management overview, Jan 2016
PTX	278	GOOG-DOJ-11765613	GOOG-DOJ-11765619	Public	Google Document 2016 Outlook
PTX	284	GOOG-DOJ-13364290	GOOG-DOJ-13364292	Public	Email (Jan. 8, 2016) From: W.Kim To: S.Spencer CC: J.Bellack; muret-staff@google.com; S.Silver; E.Lipkovitz Subject: Re: article - trial by fire, how 6 header bidders perform Attach: N/A
PTX	285	GOOG-TEX-00085406	GOOG-TEX-00085409	Public	Email (Jan. 8, 2016) From: D.Bradstock To: W.Kim CC: S.Spencer; J.Bellack; muret-staff@google.com; S.Silver; E.Lipkovitz Subject: Re: article - trial by fire, how 6 header bidders perform Attach: N/A

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	290	GOOG-DOJ-14516983	GOOG-DOJ-14516984	Public	Email (Jan. 12, 2016) From: J.Grateau To: E.Lipkovitz CC: N/A Subject: Re: GDN/ Awbid Attach: N/A
PTX	298	GOOG-AT-MDL-003367653	GOOG-AT-MDL-003367656	Public	Email (Jan. 28, 2016) From: N.Hsu To: C.Goulding; J.Picardo; S.Bhardwaj CC: S.Sheffer Subject: Re: Materials for AWBid & Header Bidding Update Attach: N/A
PTX	308	GOOG-DOJ-05221243	GOOG-DOJ-05221246	Highly Confidential	Email (Feb. 25, 2016) From: Michelle Sarlo Dauwalter To: Bonita Stewart Subject: re: Seeking approval for 90/10 Private Auction rev-share for Vox Media
PTX	317	GOOG-AT-MDL-012500548	GOOG-AT-MDL-012500551	Public	Email (Mar. 14, 2016) From: Jasper Seldin To: Pooja Kapoor Cc: Chris LaSala et al. Subject: re: Notse from Today's OPA Sync
PTX	324	GOOG-DOJ-15140608	GOOG-DOJ-15140609	Public	Impact of GDN not participating in AdX Auctions
PTX	326	GOOG-DOJ-09238836	GOOG-DOJ-09238915	Public	Notes / DRX Strategy & PRD Review (go/drx-spr-notes)
PTX	330	GOOG-DOJ-32016770	GOOG-DOJ-32016771	Public	Email (Apr. 7, 2016) From: Brad Bender To: Woojin Kim Cc: Eisar Lipkovitz et al. Subject: re: PRIVILEGED: following up on AWBid plans
PTX	333	GOOG-DOJ-27766486	GOOG-DOJ-27766492	Public	Email (Apr. 15, 2016) From: Dan Taylor To: Jason Spero Cc: Chris LaSala Subject: fw: PRIVILEGED: AWBid review next week
PTX	363	GOOG-TEX-00109627	GOOG-TEX-00109644	Public	Google Slide Deck, Header Bidding and FAN (ACM (Sept 2nd, 2016))
PTX	367	GOOG-DOJ-10634461	GOOG-DOJ-10634472	Public	Email (Sep. 6, 2016) From: J. Bellack To: P. Muret Subject: Re: Header bidding wrapper

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	373	GOOG-TEX-00083092	GOOG-TEX-00083092	Public	Email (Sep. 28, 2016) From: Jim Giles To: A. Pappu Subject: Chat Message re: Buy-Side perspective on Header Bidding
PTX	401	GOOG-AT-MDL-007387750	GOOG-AT-MDL-007387798	Public	Google slide deck, Jedi++ Header Bidding response options (October 27, 2016)
PTX	402	GOOG-TEX-00104467	GOOG-TEX-00104474	Public	Email (Oct. 28, 2016) From: Michael Hopkins To: Chris LaSala; Eisar Lipkovitz Cc: Payam Shodjai et al. Subject: Re: DVAA Sellside Review: Jedi++ Strategy
PTX	403	GOOG-TEX-00104511	GOOG-TEX-00104520	Public	Email (Oct. 29, 2016) From: Jonathan Bellack To: Eisar Lipkovitz Cc: Kurt Spoerer et al. Subject: Re: DVAA Sellside Review: Jedi++ Strategy
PTX	417	GOOG-DOJ-02852757	GOOG-DOJ-02852759	Public	Email (Nov. 10, 2016) From: Jonathan Bellack To: Eisar Lipkovitz Cc: Brad Bender et al. Subject: Re: Pre-read for Buy and Sell-side margin Discussion Tomorrow?
PTX	421	GOOG-TEX-00094226	GOOG-TEX-00094228	Public	Email (Nov. 11, 2016) From: Michael Hopkins To: Aparna Pappu et al. Subject: Re: Sellside Review for 11/10
PTX	423	GOOG-DOJ-04615040	GOOG-DOJ-04615046	Public	Email (Nov. 14, 2016) From: Nitish Korula To: Nirmal Jayaram; Max Loubser; David Goodman Cc: Eisar Lipkovitz et al. Subject: Re: Revenue and Margin
PTX	426	GOOG-DOJ-05314741	GOOG-DOJ-05314747	Public	Email (Nov. 22, 2016) From: Jerome Grateau To: Aparna Pappu; Jonathan Bellack; Tobias Maurer Cc: Gargi Sur et al. Subject: Re: Rubicon
PTX	429	GOOG-TEX-00083757	GOOG-TEX-00083758	Public	Google document: Proposal - Jedi No Last Look
PTX	432	GOOG-DOJ-15207227	GOOG-DOJ-15207229	Public	Email (Dec. 8, 2016) From: launch@google.com To: eisar@google.com Cc: launchlog@google.com Subject: [Launch 177847] Reduce AdX Dynamic Revshare Holdback to 5%

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	433	GOOG-TEX-00035601	GOOG-TEX-00035602	Public	Email (Dec. 9,2016) From: C LaSala To: J Spero, M Lawson cc: K Heinz Subject: GDL Thoughts for Sell-Side Marketing Support
PTX	438	GOOG-TEX-00000478	GOOG-TEX-00000482	Public	Email (Dec. 15,2016) From: J. Grateau To: J. Bellack, G. Sur, B. Piermont, etc... Subject: re : Need financial target for EB in 2017
PTX	443	GOOG-DOJ-03236008	GOOG-DOJ-03236009	Public	Email (Jan. 4, 2017) From: E Lipkovitz To: J. Bellack cc: A Pappu, V. Rao, muret-senior-staff subject: re: AppNexus founder latest op-ed on ad tech
PTX	444	GOOG-TEX-00000646	GOOG-TEX-00000654	Public	Email (Jan. 4, 2017) From: C. LaSala To: G. Sur cc: M Loubser, C. Hall, J. Bellack, B. Piermont, G. Zerbib, etc... subject: re: Need financial target for EB in 2017
PTX	445	GOOG-DOJ-11771801	GOOG-DOJ-11771821	Public	Google presentation: High Value CPM Tags
PTX	452	GOOG-TEX-00104789	GOOG-TEX-00104809	Public	Google presentation: Winning against HB, Draft for Discussion
PTX	453	GOOG-DOJ-05226188	GOOG-DOJ-05226193	Public	Email (Jan. 25, 2017) From: J. Bellack To: P. Wiser, T. Young, M. Smith, L. Cordier, B. Stewart Subject: Re: Google/Hearst: written response to your concerns Attach: _confidential_Google response to Michael Smith email 2017-01-24.pdf
PTX	460	GOOG-DOJ-14158930	GOOG-DOJ-14158933	Public	Email (Jan. 31, 2017) From: N. Korula To: M. Loubser Subject: Fwd: Revenue and margin
PTX	468	GOOG-DOJ-15020550	GOOG-DOJ-15020554	Public	Email (Feb. 14, 2017) From: N. Akiyama To: S. Kozawa cc: S. Henrici, A. Verma, B. Clark, B. Rowley, C. Nakashima, et al. Subject: Re: Exchange Bidding Japan Meeting Notes Als
PTX	469	GOOG-DOJ-04425512	GOOG-DOJ-04425514	Public	Email (Feb. 14, 2017) From: J. Grateau To: C. LaSala cc: N. Hsu, J. Bellack, A. Donov, A. Pappu, B. Rowley, et al. Subject: Re: [FYI] Key Questions for Pricing Discussion

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	470	GOOG-TEX-00080291	GOOG-TEX-00080294	Public	Email (Feb. 14, 2017) From: L. Toth To: CR-NetwroksWest cc: A. Pappu, J. Giles, J. Whitson, et al. Subject: Re: [CR] Yahoo - Header Bidding Discussion
PTX	478	GOOG-DOJ-11736427	GOOG-DOJ-11736494	Public	Google Slide Deck - Header and Exchange Bidding Update - Mar 1, 2017
PTX	485	GOOG-DOJ-28420330	GOOG-DOJ-28420340	Public	Google Document: Document re Google Demand Sources
PTX	499	GOOG-DOJ-11772703	GOOG-DOJ-11772703	Public	Google spreadsheet - AdX OA revshare cut model
PTX	502	GOOG-TEX-00094890	GOOG-TEX-00094892	Public	Email (Mar. 31, 2017) From: A. Shellhammer To: S. Blackburn cc: J. Bellack, S. Cox, M. Loubser Subject: Re: EBDA update for print
PTX	507	GOOG-DOJ-15277215	GOOG-DOJ-15277233	Public	Google Slide Deck - Exchange Bidding Update (Audience: gTech Buy-Side Support)
PTX	518	GOOG-DOJ-13557023	GOOG-DOJ-13557023	Public	Google spreadsheet - Poirot stats
PTX	520	GOOG-DOJ-06727388	GOOG-DOJ-06727394	Public	Google document - Buy side perspective on Header Bidding (HB)
PTX	528	GOOG-TEX-00966448	GOOG-TEX-00966449	Public	Google document- Proposal: Jedi No Last Look
PTX	534	GOOG-TEX-00453305	GOOG-TEX-00453310	Public	Email (Jul. 21, 2017) From: J. Giles To: E. Lipkovitz, M. Lin cc: V. Rao, M. Davy, J. Hunter, Y. Chou, B. Halpin, et al. Subject: Re: Display RevForce
PTX	536	GOOG-DOJ-05270358	GOOG-DOJ-05270400	Public	Google Slide Deck - Jedi++ Header Bidding response options, Follow up
PTX	542	GOOG-DOJ-14162335	GOOG-DOJ-14162338	Public	Email (Aug. 11, 2017) From: J. Giles To: N. Korula, R. Ren cc: M. Pal, V. Mirrokni, M. Hopkins, M. Lin, et al. Subject: Re: GOOGLE INTERNAL Copy of Q1 Programmatic OKR: margin manipulation investigation - invitation to comment
PTX	545	GOOG-DOJ-07825115	GOOG-DOJ-07825117	Public	Email (Aug. 21, 2017) From: N. Jayaram To: E. Lipkovitz cc: D. Bhatnagar, V. Thomas, O. Zee, E. Schoenfield, D. Maymudes, et al. Subject: Re: Poirot to launch 6/19
PTX	549	GOOG-DOJ-06877073	GOOG-DOJ-06877151	Public	Google Slide Deck - PBSx Discount Guidance
PTX	551	GOOG-DOJ-04830048	GOOG-DOJ-04830049	Public	Email (Sep. 5, 2017) From: D. Harrison To: M. Dauwalter Subject: Re: Thanks - and were asking the wrong question

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	553	GOOG-DOJ-05272070	GOOG-DOJ-05272076	Public	Email (Sep. 13, 2017) From: E. Lipkovitz To: A. Pappu cc: J. Giles, J. Bellack, B. Rabii, A. Amini, B. Bender, J. Bigler, et al. Subject: Re: Offering 1st price to publishers?
PTX	555	GOOG-AT-MDL-001937115	GOOG-AT-MDL-001937120	Public	Email (Sep. 29, 2017) From: E. Brettler To: S. Feitshans cc: G. Kronstadt, A. Donov, J. Mok, R. Zember, et al. Subject: Re: Project Yavin (Formally Demand Project)
PTX	562	GOOG-TEX-00106259	GOOG-TEX-00106262	Public	Email (Nov. 4, 2017) From: J. Giles To: E. Lipkovitz cc: J. Bellack, R. Shodjai, C. LaSala, S. Cox, S. Blackburn, et al. Subject: Re: Rubicon Margins
PTX	572	GOOG-AT-MDL-012509436	GOOG-AT-MDL-012509438	Public	Email (Dec. 20, 2017) From: C. LaSala To: J. Giles cc: T. Schreiber, M. Lin, N. Korula, A. Pappu, M. Loubser, I. Sirota, et al. Subject: Re: AdX bidding stratety to win high value imps
PTX	578	GOOG-DOJ-12760399	GOOG-DOJ-12760408	Public	Google document
PTX	579	GOOG-DOJ-03238507	GOOG-DOJ-03238525	Public	Google slide deck - media Review, GDN/DBM Customer Segmentation + Marketing Refresh
PTX	580	FBDOJ003260795	FBDOJ003260822	Public	Email (Feb. 5, 2018) From: B. Boland To: D. Rose, S. Ryan cc: H. Crum, Y. Arnstein, D. Jakubowski, A. Bowles Subject: Audience Network Strategy Attach: Audience Network Strategy Pre-Read_Advertiser Value.pdf; Audience Netowrk Strategy_Scale.pdf
PTX	581	FBDOJGOOG_00028977	FBDOJGOOG_00028993	Confidential	Email (Feb. 28, 2018) From: P. Choski To: B. Boland, D. Jakubowski, H. Crum Subject: FW: AppNExus thoughts attach: Project Gennaker 2_28_18.pdf
PTX	587	GOOG-DOJ-05276794	GOOG-DOJ-05276796	Public	Email (Mar. 16, 2018) From: P. Shodjai To: B. Bender Subject: Re: Header Bidding Observatory / Edition #3

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	588	GOOG-DOJ-09429821	GOOG-DOJ-09429824	Public	Email (Mar. 16, 2018) From: N. Jayaram To: T. Maurer cc: P. Shodjai Subject: Re: Header Bidding Observatory / Edition #3
PTX	590	GOOG-TEX-00090751	GOOG-TEX-00090752	Public	Email (Mar. 23, 2018) From: C. LaSala To: J. Bellack, A. Pappu Bcc: K. Weisberg Subject: EB/NB Pricing Resolution
PTX	604	GOOG-DOJ-03070314	GOOG-DOJ-03070320	Public	Google Slide Deck - Evolution of DFP Video
PTX	605	GOOG-DOJ-05277697	GOOG-DOJ-05277703	Public	Email (May. 10, 2018) From: J. Bellack To: A. Pappu cc: N. Jayaram, C. Kirjner, A. Bangla, A. Amini, et al. Subject: Re: Margin Changes
PTX	609	GOOG-DOJ-13473146	GOOG-DOJ-13473147	Public	Email (Mar. 31, 2018) From: M. Pal To: N. Korula cc: R. Srinivasan, S. Cox, G. Levitte, J. Giles, M. Loubser, M. Lin Subject: Re: Floors
PTX	611	GOOG-TEX-00124787	GOOG-TEX-00124807	Public	Google Slide Deck - DRX Unified Yield Management Strategy Review
PTX	612	GOOG-DOJ-11781035	GOOG-DOJ-11781035	Public	Message from: Aparna Pappu to: Chris LaSala et al. Subject: ATTY CLINET PRIV... - tied back to the comment about revisi...
PTX	613	GOOG-DOJ-11781099	GOOG-DOJ-11781103	Public	Email (Jun. 19, 2018) From: G. Kronstadt To: C. LaSala cc: C. Beagley, A. Donov, D. Goodman, B. Rowley Subject: Re: EB
PTX	618	GOOG-DOJ-32034896	GOOG-DOJ-32034898	Public	Email (Jun. 20, 2018) From: A. Pappu To: N. Wolf cc: J. Bellack, J. Giles, S. Hsiao, T. Taylor, et al. Subject: Re: Your Ad Tech Tax Is Amazon's Opportunity
PTX	624	GOOG-DOJ-27767168	GOOG-DOJ-27767171	Public	Email (Jun. 27, 2018) From: C. LaSala To: C. Kirjner Subject: Re: PRIVILEGED AND CONFIDENTIAL

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	625	GOOG-DOJ-07829410	GOOG-DOJ-07829411	Public	Message from: J. Bellack to: B. Bender Subject: ATTY CLINET PRIVI... - is there any way that defensive biddi..
PTX	631	GOOG-DOJ-07829417	GOOG-DOJ-07829423	Public	Email (Jul. 12, 2018) From: M. Hopkins To: L. Calderone, N. Wolf, M. Pelliccia, et al. Subject: Re: Sellside Review for Tomorrow
PTX	639	GOOG-DOJ-11781965	GOOG-DOJ-11781965	Public	Message from: Jim Giles to: Chris LaSala Subject: SellSide Guiding... - Just how much pressure we are under?...
PTX	657	GOOG-DOJ-04442323	GOOG-DOJ-04442372	Public	Google Slide Deck - Sellside Monetization and Search Distribution QBR Q1 2018
PTX	686	GOOG-DOJ-05285023	GOOG-DOJ-05285232	Public	Google Slide Deck - Buyside Deep Dive
PTX	695	GOOG-DOJ-AT-00588455	GOOG-DOJ-AT-00588456	Public	Email (Jan. 3, 2019) From: N. Korula To: R. Srinivasan Subject: Fwd: first price bidding impact
PTX	697	GOOG-DOJ-13221355	GOOG-DOJ-13221363	Public	Google document - Dynamic Revenue Sharing (DRS) V2 Proposal
PTX	698	GOOG-DOJ-13604021	GOOG-DOJ-13604023	Public	Email (Jan. 4, 2019) From: S. Temes To: R. Srinivasan cc: M. Guo, H. Garon, T. Maurer, A. Shellhammer, et al. Subject: Re: 1P Auction Comms - Weekly
PTX	699	GOOG-DOJ-AT-01680260	GOOG-DOJ-AT-01680265	Public	Email (Jan. 4, 2019) From: N. Korula To: D. Taylor, R. Srinivasan cc: S. Temes, T. Maurer, N. Danziger, et al. Subject: Re: First-Price reviews with Suresh and Prabhakar
PTX	705	GOOG-DOJ-AT-02640072	GOOG-DOJ-AT-02640105	Public	Google Slide Deck - Changes to Ad Manager auction
PTX	712	GOOG-DOJ-28501644	GOOG-DOJ-28501652	Public	Google document - Sell-Side Pricing Strategy Review *Final Draft*
PTX	715	GOOG-DOJ-AT-01019429	GOOG-DOJ-AT-01019429-009	Public	Email (Jan. 16, 2019) From: T. Maurer To: C. LaSala cc: R. Srinivasan, D. Goodman, M. Pal, J. Giles, A. Amini, et al. Subject: Re: Pollout plan for 1p

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	719	GOOG-DOJ-AT-01019463	GOOG-DOJ-AT-01019468	Public	Email (Jan. 29, 2019) From: C. LaSala To: N. Wolf Subject: Re: OpenX lays off 100, more pressure on sellside take rates
PTX	734	GOOG-DOJ-12857594	GOOG-DOJ-12857598	Public	Email (Mar. 1, 2019) From: A. Amini To: S. Temes cc: T. Maurer, R. Khan, P. Shodjai, D. Bharnagar, et al. Subject: Re: TTD and Poirot
PTX	737	GOOG-DOJ-AT-00568160	GOOG-DOJ-AT-00568160	Public	Email (Mar. 4, 2019) From: A. Amini To: N. Jayaram Subject: Fwd: Future of out margin on buyside and sellside
PTX	748	GOOG-AT-MDL-008064626	GOOG-AT-MDL-008064628	Public	Email (Apr. 12, 2019) From: F. Angelini To: R. Barber cc: N. Yoo, J. Miller, C. Maddalena Subject: Re: Unified Pricing Impact to HB setups
PTX	751	GOOG-DOJ-11692120	GOOG-DOJ-11692124	Public	Google document - Notes: Unified 1st Price Auction Event (NYC)
PTX	754	GOOG-DOJ-AT-02304321	GOOG-DOJ-AT-02304322	Public	Email (Apr. 23, 2019) From: D. Beregin To: L. Daly cc: M. Vedaprakash, J. Washing, et al. Subject: [INTERNAL] 2 Things: AdX - DFP
PTX	758	KVL00000945	KVL00000947	Public	Email (Apr. 25, 2019) From: J. Avery To: S. Sluis Subject: Re: Questions about your tweet :)
PTX	759	GOOG-DOJ-15128751	GOOG-DOJ-15128753	Public	Google Document - Document re Ad Network, Ad Exchange
PTX	762	GOOG-DOJ-02857290	GOOG-DOJ-02857291	Public	Email (May. 11, 2019) From: A. Amini To: S. Nandy cc: B. bender Subject: Re: First-price & Removing pricing knobs
PTX	763	GOOG-DOJ-10664165	GOOG-DOJ-10664166	Public	Email (May. 11, 2019) From: A. Amini To: P. Shodjai Subject: Re: 1st Price Changes
PTX	764	GOOG-DOJ-03637251	GOOG-DOJ-03637264	Public	Google document - Sell Side BFM Deck
PTX	767	GOOG-DOJ-04597764	GOOG-DOJ-04597832	Public	Google presentation - Business Forecast Meeting

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	768	GOOG-AT-MDL-004151779	GOOG-AT-MDL-004151792	Public	Email (May. 16, 2019) From: R. Srinivasan To: A. Juda Subject: Re: Time for a quick chat? Attach: Rahul Srinivasan - 2019 Q1 - Feedback - Perf (1).pdf
PTX	784	GOOG-DOJ-12948968	GOOG-DOJ-12948969	Public	Email (Jun. 10, 2019) From: R. Srinivasan To: P. Shodjai, U. Okereke Subject: Fwd: 1st Price Changes
PTX	786	GOOG-DOJ-06881716	GOOG-DOJ-06881720	Public	Google document - Integrating All Demand DRX Strat Paper
PTX	791	GOOG-DOJ-13615208	GOOG-DOJ-13615243	Public	Google Slide Deck - Awbid Nov 2019
PTX	792	GOOG-DOJ-03242646	GOOG-DOJ-03242702	Public	Google Slide Deck - Programmatic Overview
PTX	794	GOOG-DOJ-02857734	GOOG-DOJ-02857805	Public	Google Slide Deck - Programmatic Strategy Review
PTX	797	GOOG-DOJ-AT-00060165	GOOG-DOJ-AT-00060169	Public	Google document - Strategic planning sessions preparation
PTX	815	GOOG-DOJ-AT-01130391	GOOG-DOJ-AT-01130391	Public	Google - Correspondence to Sissie and Sagnik
PTX	816	GOOG-DOJ-AT-00597161	GOOG-DOJ-AT-00597162	Public	Message from: Nitish Korula to: David Christian
PTX	819	GOOG-DOJ-09713317	GOOG-DOJ-09713323	Public	Email (Aug. 13, 2019) From: R. Srinivasan To: B. Bender, S. Hsiao, S. Nandy, J. Bigler, et al. cc: N. Korula, N. Jayaram, R. Ren, V. Kahlon, et al. Subject: Unified Auction Changes (Sellside) Executive Update - Aug 12, 2019
PTX	832	GOOG-DOJ-AT-01130405	GOOG-DOJ-AT-01130450	Public	Google Slide Deck - Bidding Strategies & Auction Mechanisms
PTX	835	GOOG-DOJ-10924864	GOOG-DOJ-10924881	Public	Google Slide Deck - 2018 AWBid Review, AWBid / Gtrade teams
PTX	847	GOOG-DOJ-04601261	GOOG-DOJ-04601261	Public	Google document - Display Ads Landscape (go/displayadslandscape)
PTX	850	GOOG-DOJ-10494663	GOOG-DOJ-10494664	Public	Google document - Five Rules of Thumb
PTX	851	GOOG-AT-MDL-018279549	GOOG-AT-MDL-018279549	Public	Message from: Aparna Pappu to: bahman@google.com, sagnik@google.com subject: AAAACIPEHao-4P--NjxXoek - containing comments to document
PTX	857	GOOG-DOJ-AT-00573492	GOOG-DOJ-AT-00573496	Public	Google Document (Sept. 25, 2019) AdX/AdMob first price bidder - for perf
PTX	858	GOOG-DOJ-04736246	GOOG-DOJ-04736248	Public	Google Document (May 9, 2018) Demand elasticity on AdX web publishers
PTX	860	GOOG-DOJ-12059682	GOOG-DOJ-12059687	Public	Google Document (August 2018) Poirot v2.0

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	864	GOOG-AT-MDL-007344222	GOOG-AT-MDL-007344225	Public	Email (Oct. 3, 2019) From: C. LaSala To: J. Spero Subject: Fwd: "Source" advertising consortium
PTX	882	GOOG-DOJ-AT-00045716	GOOG-DOJ-AT-00045731	Public	Google Document (April 26, 2019) Briefing: News Corp Unified Pricing Floors Discussion
PTX	884	GOOG-AT-MDL-008991249	GOOG-AT-MDL-008991251	Public	Email (Oct. 23, 2019) From: R. Srinivasan To: C. Jenkins, U. Okereke CC: G. Bogumil, J. Miller, et al. Subject: Re: Use Case for UPR ladder?
PTX	897	GOOG-DOJ-10422489	GOOG-DOJ-10422489	Public	Email (Dec. 4, 2019) From: A. Amini To: D. Dukellis CC: S. Cox, N. Jayaram Subject: Re: TTD
PTX	904	GOOG-DOJ-AT-01592535	GOOG-DOJ-AT-01592577	Public	Google Slide Deck Welcome to the Sell-Side world!
PTX	911	GOOG-AT-MDL-B-003992532	GOOG-AT-MDL-B-003992539	Public	Message (Jan 14, 2020) From: N. Korula To: N. Korula, D. Ravichandran, et al. Subject: AAAAvCWA2Fk-MBI-FLAT:2020-01-13T21:10:36.293839
PTX	925	GOOG-DOJ-27768441	GOOG-DOJ-27768442	Public	Email (Feb. 4, 2020) From: C. LaSala To: J. Spero CC: D. Taylor Subject: Re: Ads Working Group - US Competition Investigations (PRIVILEGED AND CONFIDENTIAL)
PTX	927	GOOG-DOJ-AT-00046256	GOOG-DOJ-AT-00046257	Public	Email (Feb. 6, 2020) From: C. LaSala To: B. Stewart, S. Sheffer, et al. CC: G. Minguzzi, M. Kudej, et al. Subject: Fwd: 5/2 WSJ article on DOJ investigation
PTX	929	GOOG-DOJ-AT-00575797	GOOG-DOJ-AT-00575798	Public	Email (Feb. 7, 2020) From: C. Verhoofstad To: E. Maani, N. Jayaram CC: Y. Guo, E. Ewing, C. Burch Subject: Exposing final bid into ADH/DT after removal of exchange adjustment
PTX	933	GOOG-DOJ-10310183	GOOG-DOJ-10310183	Public	Message (Feb. 11, 2020) From: N. Korula To: G. Donaker, D. Bhatnagar

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	939	GOOG-AT-MDL-004326981	GOOG-AT-MDL-004327016	Public	Google Slide Deck (Aug. 2018) DVAA P&L 101
PTX	945	GOOG-DOJ-13233139	GOOG-DOJ-13233144	Public	Google Document AdX Direct Deprecation Plan
PTX	946	GOOG-DOJ-AT-00855803	GOOG-DOJ-AT-00855813	Public	Google Slide Deck (Nov. 2020) Display Business Overview
PTX	949	GOOG-DOJ-AT-00657480	GOOG-DOJ-AT-00657483	Public	Message (March 16, 2020) From: N. Korula To: N. Wolf, D. Bhatnagar
PTX	953	GOOG-AT-MDL-001391532	GOOG-AT-MDL-001391545	Public	Google Document Sell side BFM Deck Presentation Notes
PTX	971	GOOG-DOJ-32280764	GOOG-DOJ-32280772	Public	Google Document (July 2019) Integrating Ad Manager into 3rd-Party Ad-Serving Stacks (aka "Hybrid" Setups)
PTX	978	GOOG-DOJ-14436571	GOOG-DOJ-14436626	Public	Google Slide Deck (June 24, 2019) Business Forecast Meeting Sell-Side
PTX	992	GOOG-DOJ-AT-01828942	GOOG-DOJ-AT-01828943	Public	Message (Sept. 16, 2020) From: C. LaSala To: N. Islam
PTX	993	GOOG-AT-MDL-003977297	GOOG-AT-MDL-003977506	Public	Google Slide Deck Buyside Deep Dive for Suresh
PTX	997	GOOG-DOJ-AT-02641389	GOOG-DOJ-AT-02641396	Public	Email (Oct. 21, 2020) From: C. Hea Cho To: Pstaff, adscom-staff, T. Lazarus CC: L. Pitterson, B. Matthews, N. Fisher, J. Noonan Subject: Fwd: Comms Update: DOJ
PTX	1014	GOOG-DOJ-AT-01782271	GOOG-DOJ-AT-01782273	Public	Google Document (Feb. 18, 2021) Notes and Als AViD Review - OBB transparency
PTX	1017	GOOG-DOJ-AT-02003161	GOOG-DOJ-AT-02003173	Public	Google Slide Deck (March 2021) Super basic Ads overview
PTX	1021	GOOG-DOJ-AT-01537917	GOOG-DOJ-AT-01537925	Public	Google Document (March 10, 2021) Product Vision for Auction Floors
PTX	1031	GOOG-DOJ-AT-02199478	GOOG-DOJ-AT-02199555	Public	Google Slide Deck (June 2019) Ad Manager Ecosystem 101
PTX	1033	GOOG-AT-MDL-010777654	GOOG-AT-MDL-010777658	Public	Message (June 10, 2021) From: E. Ruvalcaba To: E. Ruvalcaba, A. Weintraub, et al. Subject: AAAAZgacNcQ-MBI-FLAT:2021-06-10T04:14:35.511327

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	1035	GOOG-DOJ-AT-02204351	GOOG-DOJ-AT-02204391	Public	Google Slide Deck (Sept. 3, 2019) Changes to Ad Manager, AdMob auction DVA Review
PTX	1040	GOOG-DOJ-AT-02321262	GOOG-DOJ-AT-02321272	Public	Google Document (May 9, 2014) Dynamic Sell-side Revshare on AdX
PTX	1092	GOOG-DOJ-05782415-SQ20230508	GOOG-DOJ-05782460-017-SQ20230508	Public	Google Document Responses to Questions 1, 4-25, 28-36, and 39-52 of the Autorite de la Concurrence's Request for Information dated 23 July 2019 Case No. 19/0030F
PTX	1093	GOOG-AT-MDL-019508780	GOOG-AT-MDL-019508824	Public	Google Document Responses to Questions 1, 4-25, 28-36, and 39-52 of the Autorite de la Concurrence's Request for Information dated 23 July 2019 Case No. 19/0030F
PTX	1096	GOOG-AT-MDL-006217592	GOOG-AT-MDL-006217626	Public	Google Document (Dec. 12, 2022) Case AT.40670 - Google - Adtech and Data-related practices Response of 12 December 2022 to the EC's RFI 10 dated 31 October 2022
PTX	1099	GOOG-AT-MDL-019508860	GOOG-AT-MDL-019508897	Public	Google Document Responses to the Autorite de la Concurrence's Request for Information dated 10 October 2019 Case No. 19/0030F, 19/0056F and 19/0057F
PTX	1107	GOOG-AT-MDL-012301658	GOOG-AT-MDL-012301664	Public	Message (Feb. 9, 2023) From: W. Kim To: W. Kim, dym@google.com, T. Maurer, D. Mitby, T. Warkentin Subject: AAAA2-mDPOM-MBI-FLAT:2023-02-08T23:40:42.326639 Attach: image.png; image.png
PTX	1108	GOOG-AT-MDL-012301665	GOOG-AT-MDL-012301670	Public	Message (Feb. 9, 2023) From: S. Tassa To: S. Tassa, W. Kim, M. Martin, amjadh@google.com, C. Oestlien, A. Smith Subject: AAAA-tEzwF0-MBI-FLAT:2023-02-09T01:10:36.295759 Attach: image.png; image.png
PTX	1144	DOJ-ADS-0000069001	DOJ-ADS-0000069003	Public	Google Ad Manager Help, Compare Ad Manager, AdSense, and AdMob
PTX	1199			Highly Confidential	Timothy Simcoe Report Figure 4: Effective Take Rate for Worldwide Open Web Display + Video Outstream Impressions
PTX	1199B			Highly Confidential	Timothy Simcoe Report Figure 4: Effective Take Rate for Worldwide Open Web Display + Video Outstream Impressions (with Markups)
PTX	1231			Public	Robin Lee Report Figure 35: Number of advertisers who used on Google Ads, only DV360, or both (2022)

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	1232			Public	Robin Lee Report Figure 36: Total advertiser spend on indirect open-web display advertising within Google Ads and DV360 (2022)
PTX	1235			Public	Robin Lee Report Figure 38: Use of Google Ads and DV360 across Google Ads advertisers, by spending rank (2022)
PTX	1236			Highly Confidential	Robin Lee Report Figure 45: Worldwide open-web display impressions served by publisher ad servers (2018-2022)
PTX	1237			Highly Confidential	Robin Lee Report Figure 47: AdX maintains a substantial share of worldwide indirect open-web display impressions transacted through ad exchanges (2018-2022)
PTX	1238			Highly Confidential	Robin Lee Report Figure 48: AdX and third-party ad exchanges' shares of worldwide indirect open-web display impressions among ad exchange (2022)
PTX	1239			Highly Confidential	Robin Lee Report Figure 49: AdX earns consistently high net revenues from the sale of worldwide indirect open-web display impressions (2018-2022)
PTX	1242			Public	Robin Lee Report Figure 55: Worldwide open-web indirect display take rates for AdX and third-party exchanges (average), and AdX's worldwide indirect open-web display market share (2018-2022)
PTX	1243			Highly Confidential	Robin Lee Report Figure 56: Google Ads has maintained a substantial share of worldwide indirect open-web display impressions among advertiser ad networks (2018-2022)
PTX	1249			Public	Robin Lee Report Figure 78: Growth in US display, native, and video ad spending (web and app) (2008-2022)
PTX	1258			Public	Robin Lee Report Figure 88: Summary of AdX's worldwide indirect open-web display shares among ad exchanges
PTX	1259			Public	Robin Lee Report Figure 89: Summary of AdX's US indirect open-web display shares among ad exchanges
PTX	1260			Highly Confidential	Robin Lee Report Figure 90: AdX maintains a substantial share of US indirect open-web display impressions transacted through ad exchanges (2018-2022)
PTX	1261			Highly Confidential	Robin Lee Report Figure 91: AdX and third-party exchanges' shares of US indirect open-web display impressions among ad exchanges (2022)
PTX	1262			Highly Confidential	Robin Lee Report Figure 92: AdX earns consistently high net revenues from the sale of US indirect open-web display impressions (2018-2022)
PTX	1265			Highly Confidential	Robin Lee Report Figure 95: AdX maintains a substantial share of worldwide indirect open-web display spend transacted through ad exchanges (2018-2022)
PTX	1266			Highly Confidential	Robin Lee Report Figure 96: AdX maintains a significant share of US indirect open-web display spend

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	1269			Highly Confidential	Robin Lee Report Figure 99: Google Ads has maintained a substantial share of US indirect open-web display impressions in the ad network market
PTX	1277			Highly Confidential	Robin Lee Report Figure 107: US open-web display impressions served by publisher ad servers (2018-2022)
PTX	1278			Highly Confidential	Robin Lee Report Figure 108: Annual publisher ad-server impression shares with additional parties, global and US
PTX	1279			Public	Robin Lee Report Figure 109: US open-web indirect display take rates for AdX and third-party exchanges (average), and AdX's worldwide indirect open-web display market share (2018-2022)
PTX	1280			Highly Confidential	Robin Lee Report Figure 110: Summary of worldwide open-web indirect display take rates among ad exchanges
PTX	1281			Highly Confidential	Robin Lee Report Figure 111: Summary of worldwide open-web indirect display margins among ad networks
PTX	1292			Highly Confidential	Robin Lee Report Figure 122: AdX maintains a substantial share of worldwide indirect open-web display impressions transacted through ad exchanges (2018-2022)
PTX	1294			Highly Confidential	Robin Lee Report Figure 124: AdX maintains a substantial share of US indirect open-web display impressions transacted through ad exchanges (2018-2022)
PTX	1302			Public	Robin Lee Report Figure 132: AdX Direct's share of AdX worldwide indirect open-web display advertising revenue
PTX	1314			Highly Confidential	Weintraub Report Figure 6: MONTHLY VOLUME OF IMPRESSIONS WON FOR ADX AND RIVAL EXCHANGES
PTX	1315			Highly Confidential	Weintraub Report Figure 7: SHARE OF IMPRESSIONS WON AMONG BIDS SUBMITTED (WIN RATE) FOR ADX AND RIVAL EXCHANGES
PTX	1316			Highly Confidential	Weintraub Report Figure 8: NUMBER OF QUERIES WHERE THE EXCHANGE SUBMITTED AT LEAST ONE BID
PTX	1317			Highly Confidential	Weintraub Report Figure 9: MONTHLY ADVERTISER SPEND FOR ADX AND RIVAL EXCHANGES
PTX	1323			Public	Weintraub Report Figure 15: TOTAL PUBLISHER PAYOUT BY SCENARIO
PTX	1326			Public	Weintraub Report Table 1: EFFECT OF LAST LOOK ON RIVAL EXCHANGES' SCALE
PTX	1327			Public	Weintraub Report Table 2: EFFECT OF LAST LOOK ON RIVAL EXCHANGES' SCALE – GAM JUNE 2023 ANALYSIS
PTX	1328			Public	Weintraub Report Table 3: EFFECTS OF SELL SIDE DYNAMIC REVENUE SHARE ON RIVAL EXCHANGES
PTX	1329			Public	Weintraub Report Table 4: EFFECTS OF SELL SIDE DYNAMIC REVENUE SHARE ON RIVAL EXCHANGES – GAM JUNE 2023 ANALYSIS

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	1331			Public	Weintraub Report Table 6: EFFECTS OF UNIFIED PRICING RULES ON RIVAL EXCHANGES' SCALE
PTX	1332			Public	Weintraub Report Table 7: EFFECTS OF UNIFIED PRICING RULES ON RIVAL EXCHANGES' SCALE – GAM JUNE 2023 APPROACH
PTX	1333			Public	Weintraub Report Table 8: EFFECTS OF GOOGLE'S CONDUCT ON IMPRESSIONS OF RIVAL EXCHANGES
PTX	1334			Public	Weintraub Report Table 9: EFFECTS OF GOOGLE'S CONDUCT ON ADVERTISER SPEND OF RIVAL EXCHANGES
PTX	1335			Public	Weintraub Report Table 10: EFFECTS OF GOOGLE'S CONDUCT ON IMPRESSIONS OF RIVAL EXCHANGES – GAM JUNE 2023 ANALYSIS
PTX	1336			Public	Weintraub Report Table 11: EFFECTS OF GOOGLE'S CONDUCT ON ADVERTISER SPEND OF RIVAL EXCHANGES - GAM JUNE 2023 ANALYSIS
PTX	1362			Public	Simcoe Expert Report Figure 1: GOOGLE'S "PATHWAYS" ARE OUTLIERS
PTX	1373			Public	Simcoe Expert Report Figure 12: PROF. CHEVALIER'S FULL-STACK TAKE RATE VS. AVERAGE MONTHLY IMPRESSIONS BY PATHWAY, WORLDWIDE IMPRESSIONS
PTX	1384			Public	Lim Rebuttal Report Figure 13: Lee and Israel estimates of AdX market shares among ad exchanges using Google and third-party data (2019-2022)
PTX	1385			Public	Lim Rebuttal Report Figure 14: Proportion of worldwide impressions transacted through AdX by cost type (2018-2022)
PTX	1388			Highly Confidential	Lim Rebuttal Report Figure 17: Google Ads maintained a substantial share of worldwide indirect open-web display impressions among all advertiser bidding tools (2018- 2022)
PTX	1389			Highly Confidential	Lim Rebuttal Report Figure 18: Google and third-party bidding tools' shares of worldwide indirect open-web display impressions (2022)
PTX	1392			Public	Lim Rebuttal Report Figure 25: Worldwide OFP fee trends controlling for changes in publisher composition (Feb. 2014-Mar. 2023)
PTX	1393			Highly Confidential	Lim Rebuttal Report Figure 26: Number of worldwide auctions won by the top 10 exchanges in GAM, with and without competition, June 28, 2023
PTX	1395			Highly Confidential	Lim Rebuttal Report Figure 28: Percent decrease in worldwide publisher payout if exchange was removed
PTX	1401			Public	Lim Rebuttal Report Figure 34: US Google Ads and DV360 fees (Jul. 2014-Dec. 2022)
PTX	1403			Public	Lim Rebuttal Report Figure 36: Criteo and Google Ads worldwide indirect open-web display impressions by ad exchange (2019-2022)

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	1435			Highly Confidential	Lim Rebuttal Report Figure 72: Google Ads maintained a substantial share of US indirect open-web display spending among all advertiser bidding tools (2018-2022)
PTX	1444			Highly Confidential	Lim Rebuttal Report Figure 82: Percent drop in publisher payout from removing bidding tool, worldwide (June 28, 2023)
PTX	1459			Public	Lim Rebuttal Report Figure 97: Dr. Israel's analysis of worldwide Google Ads advertiser CTR excluding mobile app ads and controlling for changes in the composition of impressions across device types over time (2012-2023)
PTX	1461			Public	Lee Rebuttal Report Figure 99: Dr. Israel's analysis of worldwide Google Ads advertiser CPC excluding mobile app ads and controlling for changes in the composition of clicks across device types over time (2012-2023)
PTX	1466			Public	Weintraub Rebuttal Report Figure 3: THE TRENDS IN AD SPEND ON DV360 FOR GOOGLE AND NON-GOOGLE EXCHANGES USING DR. ISRAEL'S DATA SHOW DIVERGENCE IN GROWTH AFTER SEPTEMBER 2015
PTX	1501	OPENX-00013601	OPENX-00013625	Public	Email (Nov. 22, 2013) From: J. Gentry To: T. Cadogan Subject: Important, Not urgent Attach: Ad Server QBR - 11.15.13 Final.pptx
PTX	1507	GOOG-DOJ-09250413	GOOG-DOJ-09250417	Public	Email (Dec. 2, 2014) From: J. Bellack To: S. Walsh, A. Faville, N. Mohan, S. Silver, S. Spencer, J. Bigler Subject: Fwd: [Mohan-Staff] Digiday: Google's display advertising dominance raises concerns
PTX	1510	GOOG-DOJ-03546944	GOOG-DOJ-03546947	Public	Email (Dec. 16, 2014) From: S. Silver To: E. Lipkovitz CC: N. Mohan Subject: Re: AWBID decision?
PTX	1517	GOOG-DOJ-15182420	GOOG-DOJ-15182423	Public	Google Document Rubicon's launching Yield Management that competes with both DFP & AdX
PTX	1524	FBDOJGOOG_00124139	FBDOJGOOG_00124146	Public	Email (Jan. 29, 2016) From: A. Davison To: Z. Hajiyani, M. Idema, A. Davison, B. Boland, R. Sim, D. Jakubowski Subject: Re: Cross Publisher Buyer Interfaces Sync Attach: Buyer Interfaces_Jan2-16_v8.pptx

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	1536	FBDOJGOOG_00038404	FBDOJGOOG_00038406	Public	Email (Aug. 12, 2016) From: S. Kakodkar To: E. Castellanos, B. Boland, A. Bowles, R. Goldman, B. Vogel, H. Erskine Crum BCC: S. Shapiro (Product Marketing) Subject: RE: DFP Mediation for mAPP Native
PTX	1539	GOOG-DOJ-14156104	GOOG-DOJ-14156107	Public	Email (Sept. 20, 2016) From: N. Korula To: T. Maurer CC: W. Kim, M. Loubser, M. Lin, J. Giles, A. Aggarwal Subject: Re: EDA - how valuable is it to us?
PTX	1540	FBDOJ012559571	FBDOJ012559602	Public	Facebook Slide Deck (Oct. 3, 2016) Header Bidding 101
PTX	1543	GOOG-TEX-00002601	GOOG-TEX-00002605	Public	Email (Oct. 17, 2016) From: J. Bellack To: A. Pappu Subject: Fwd: [Sam specific] Jedi++ deck -- feedback and suggestion for action
PTX	1545	GOOG-DOJ-13546142	GOOG-DOJ-13546148	Public	Email (Nov. 7, 2016) From: N. Jayaram To: D. Maymudes CC: R. Khan, V. Rao, S. Sunder, T. Maurer, P. Shodjai, W. Kim, J. Hsueh, A. Zaks Subject: Re: 0.1% experiment on DBM/Skyray
PTX	1572	FBDOJ012979686	FBDOJ012979701	Confidential	Facebook Document (Dec. 18, 2017) Audience Network Strategy: Scale copy
PTX	1577	FBDOJGOOG_00744539	FBDOJGOOG_00744541	Confidential	Email (Feb. 8, 2018) From: D. Rose To: H. Erskine Crum, B. Boland, S. Ryan, D. Fischer CC: Y. Arnstein, D. Jakubowski, A. Bowles, B. Borovac Subject: Re: Audience Network strategy
PTX	1600	OPENX-00006011	OPENX-00006011	Public	Email (Nov. 21, 2018) From: T. Cadogan To: S. Cox CC: J. Genry Subject: GCP / DBM problem
PTX	1621	PUBMATIC_DOJ-00012158	PUBMATIC_DOJ-00012158	Public	Email (Oct. 14, 2019) From: A. Ahmed To: A. Goel, A. Kumar, A. Srivastava, R. Bankar, J. Burgering CC: A. Baron Subject: UPR Impact

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	1631	GOOG-DOJ-15158868	GOOG-DOJ-15158869	Public	Email (Jan. 24, 2020) From: N. Korula To: S. Shin CC: D. Goodman, B. Malthus, P. Lee, H. Choxi Subject: Re: Do you have a 1-2 line summary on 1st price impacts
PTX	1633	DM_GOOG_0058123	DM_GOOG_0058138	Public	Email (Feb. 18, 2020) From: M. Wheatland To: F. Chen, R. Caccappolo Subject: RE: google question
PTX	1646	GOOG-DOJ-AT-01510462	GOOG-DOJ-AT-01510482	Public	Google Slide Deck (June 2020) An Ad Tech Primer
PTX	1650	TTD_0003039	TTD_0003058	Public	The Trade Desk Slide Deck (2017) theTradeDesk Palooze '17 Header Bidding Starring Akhil Savani
PTX	1674	EQUATIV-000000001	EQUATIV-000000077	Highly Confidential	Equativ Slide Deck Supply Global Presentation Every useful slides about our solutions dedicated to Publishers
PTX	1677	PBMTC-ANTRST-002691	PBMTC-ANTRST-002697	Public	Pubmatic Slide Deck Decision Manage: Your Inventory. Your Rules.
PTX	1709	FBDOJGOOG 01186933	FBDOJGOOG 01186940	Confidential	Facebook document, Charting a Different Course
PTX	1710	FBDOJ012956407	FBDOJ012956407	Public	Facebook document, AN Bidding FYI
PTX	1717	DM GOOG 0000642	DM GOOG 0000647	Public	DMGT Slide Deck, Google AdX Value
PTX	1720	Public-WPP-ATR001-00000001	Public-WPP-ATR001-00000025	Public	WPP PLC Xaxis and Recent Investment in AppNexus Investors and Analysts Call - Final
PTX	1728	GOOG-DOJ-11765784	GOOG-DOJ-11765785	Public	Email (Jan. 6, 2016) From: B. Rowley To: J. Grateau Cc: C. LaSala Subject: Re: AWBid Story Feedback
PTX	1736	GOOG-DOJ-02852767	GOOG-DOJ-02852769	Public	Email (Nov. 10, 2016) From: B. Bender To: P. Shodjai Subject: re: chat message
PTX	1777	N/A	N/A	Public	Google document titled "You Said What?! 10 Things to Ensure You Are Communicating with Care"
PTX	1778	N/A	N/A	Public	Curriculum Vitae of Professor Robin S. Lee, Ph.D.
PTX	1779	N/A	N/A	Public	Curriculum Vitae of Gabriel Weintraub, Ph.D.
PTX	1780	N/A	N/A	Public	Curriculum Vitae of Ramamoorthi Ravi, Ph.D.
PTX	1781	N/A	N/A	Public	Curriculum Vitae of Rosa Abrantes-Metz, Ph.D.
PTX	1782	N/A	N/A	Public	Curriculum Vitae of Timothy Simcoe, Ph.D.

PTX or DTX	Ex. #	Beg Bates	End Bates	Confidentiality	Doc Description
PTX	1808	GOOG-DOJ-AT-02096186	GOOG-DOJ-AT-02096187	Public	Increase GDN Margin on AdX from 14% to 15%, gTrade, March 2014
PTX	1814	GOOG-AT-MDL-B-004389742	GOOG-AT-MDL-B-004389788	Public	Email (Jan. 29, 2009) From: B. Bender To: display-gcn-eng-leads@google.com; display-gcn-pm@google.com Subject: David Rosenblatt's Overview of Google's Display Strategy Attach: Citibank Analyst Report, Google Inc., A Fundamentally Solid Q4...Reit Buy, dated Jan 23, 2009 Attach: Google Slide Deck, Content Ads 2009 Strategic Plan
PTX	1818	GOOG-AT-MDL-B-004008622	GOOG-AT-MDL-B-004008624	Public	Email (Aug. 18, 2020) From: C. LaSala To: N. Islam Subject: Chat Message
PTX	1835	TWDC GOOG 00055169	TWDC GOOG 00055181	Highly Confidential	Disney Advertising Sales - DRAX Training Slide Deck
PTX	1853	GOOG-AT-MDL-B-007778984	GOOG-AT-MDL-B-007778984	Public	Recording of Google presentation
PTX	1854	N/A	N/A	Public	Certified Transcript of GOOG-AT-MDL-B-007778984
PTX	1860	N/A	N/A	Public	Figure 30. Advertiser Overcharge Share, Associated with 6.18% Price Increase